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The  
American Perfumer

and Essential Oil Review

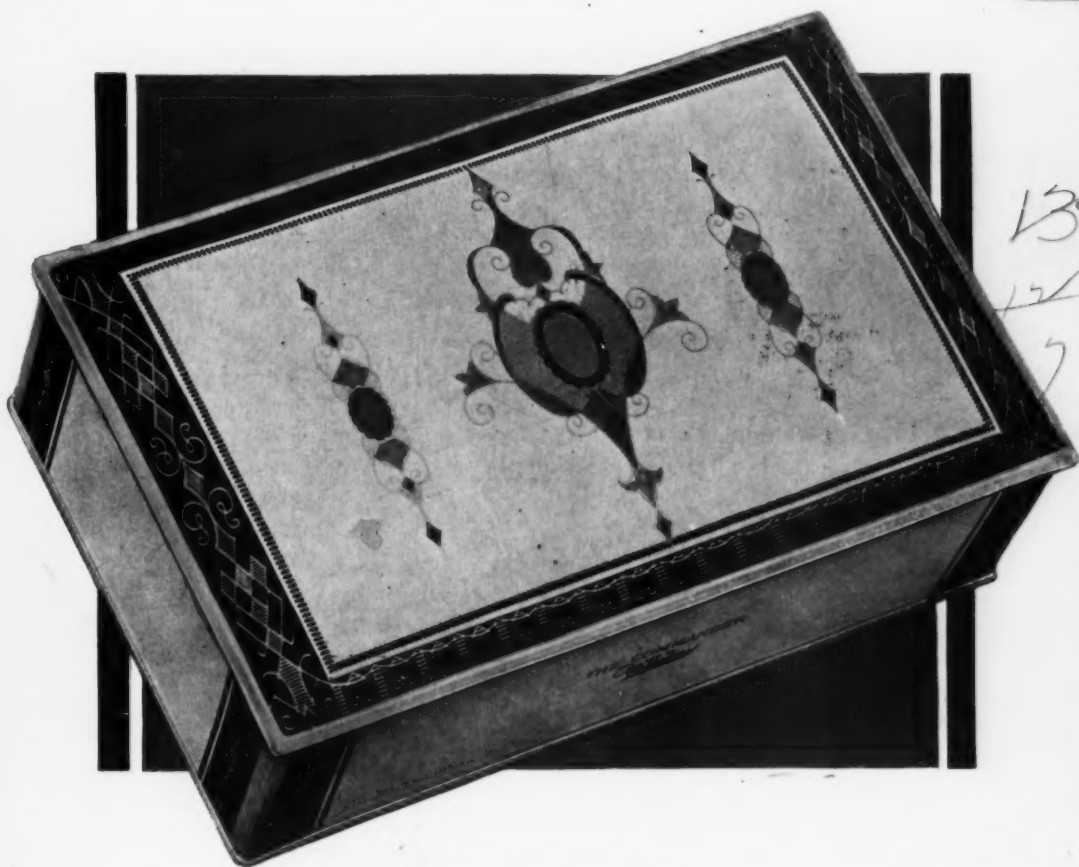
PERFUMER  
PUB. CO.  
NEW YORK

RECEIVED

JUN 9 1931

MARCH  
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U. S. Department of Agriculture



American Can Company

NEW YORK

CHICAGO

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See also page 9

M. NAEF & CO.  
GENEVA

THE recent popularity of basic odors of the Balsam-Amber type has been due to an extent to the remarkably fine synthetics of this type developed by M. Naef & Co., during the past decade.

Among the more important odors of this type are included:

AMBREINE

Used in small quantities this product is unequalled for strengthening and sweetening high class perfumes.

BALSAMOL

An outstanding Naef creation— of a smooth balsamic and lasting odor. Combined with products of a warm tone, it forms the base of many popular perfumes of the day.

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An extremely characteristic and woody note— especially adaptable for use in oriental types and as a fixative in aldehyde tones.

OPOPANOL

Possessing a tenacious Amber-like sweet character. This persistency has caused its wide adoption as a fixative and it imparts the Amber note to Russian Cologne preparations particularly.



UNGERER & CO.  
NEW YORK

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Published Monthly by  
PERFUMER PUBLISHING CO.  
432 Fourth Ave., New York

Telephone  
BOgardus 4-4116  
Cables: AMPERFUMER  
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY  
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37 West Monroe St.  
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SUBSCRIPTION RATES  
The United States \$3.00 a Year  
Single Copies 30 Cents

All Foreign Countries and  
U. S. Possessions \$4.00 a Year  
Single Copies 40 Cents

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March, 1931

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## IN THIS ISSUE

WE had just finished reading Walter Mueller's article on Demonstrations when we received Mr. Greene's letter which appears in the Editorial Section. We hope you will read the two in conjunction. They present interesting divergent viewpoints. A new contributor, Mr. Cowling, gives some pointers on launching a line of toilet goods which should be of value. Mr. Gracey answers his own question and tells why we are not getting our full share of the huge export business. Plans for the conventions of the A. M. T. A. and the F. E. M. A. are described and there is a wealth of other news of the industry in all of which you will be interested.

The  
**American Perfumer**  
and Essential Oil Review

Registered U. S. Patent Office

VOL. XXVI

NO. 1

## Guaranteed Quality

### "StaffAllen's"



IT is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

Quality, however, is more elusive. Perfection is achieved only when the raw material is of the finest, selected with discrimination and scientifically distilled.

"StaffAllen's" oils are not merely pure in the technical sense; they meet the most exacting requirements of "quality" as distinguished from mere "purity."

STAFFORD ALLEN & SONS, Ltd. : London  
 UNGERER & COMPANY : New York

## OTTO OF ROSE D'OR

WHEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

UNGERER & COMPANY : New York  
 BOTU D. PAPPAZOGLOU, S. A., Kazanlik, Bulgaria



# The American Perfumer

## and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Established 1906

NEW YORK, MARCH, 1931

Vol. XXVI. No. 1

### A Topic for Discussion

**J**UST a month from now the annual convention of the American Manufacturers of Toilet Articles will be in session at the Ambassador Hotel in New York City. It hardly seems necessary to urge members of the Association and those engaged in the toilet preparations industry to attend the sessions beginning April 21. They realize as well as we the benefits which they may secure from attendance, not only in the social contacts which they will make with their competitors, but also through the interesting and valuable business sessions which will feature the annual convention. Especially we would urge importers and foreign manufacturers with branches here to attend the meetings. Their interests and problems are similar to those of American producers and they will profit from the contacts and discussions.

In the past, attendance at the convention itself, has been excellent; has grown each year; and has encouraged those in charge of the affair to put forth their best efforts for the entertainment of members and guests. But each year it has been difficult to attract members to the business meetings and to hold them there after they have come. In part, this has doubtless been due to the manifold outside attractions of the convention city, and the desire to take care of matters, other than those pertaining to the convention, during a trip to New York.

It is possible, however, to make the actual business meetings so interesting and so important to the welfare of the industry that those in attendance will feel that they cannot afford to miss them, and we are confident that this will be the case this year.

The last year has been a rather difficult one for the manufacturer of toilet articles. Not that his problems have been more complex or in fact materially different from those which he has faced in other recent years, but undoubtedly these same problems have bulked larger in relation to sales volume and profits than has been the case in the past.

Many of these questions can be answered by co-operative action through the Association, and some of them in no other way. A discussion of these

problems should bulk large in the agenda of the coming convention.

But more than discussion is needed. They need to be thoroughly threshed out and not referred back for appropriate action at a later date. Definite and positive solutions should be presented and argued at the convention itself and the action taken on them should be taken by the convention itself in open session.

The industry has been under the scrutiny of various interests during the last year, interests which contemplate its methods, not in the light of long experience in a peculiar and unusual business, but with a view to bringing some of its practices into line with definite and preconceived ideas of how any industry should operate. There are proposals in various quarters for censorship of labels and advertising claims. There are others who would place the industry at the bar to defend certain of its practices which are alleged to border on so-called "unfair competition." These interests will not be placated through inaction nor will they cease to contend for a change merely on account of abstract discussion and promise of future action by the industry's representative body.

It is not our purpose to formulate agenda for the convention. That task is in better hands. But we should like to see a full and frank discussion of one question which seems to us to underlie some of the most pressing problems which the industry must face. This is the matter of the ethics of "switching sales" from one product to another in the retail store.

There are numerous viewpoints which might be aired on this question and from them, some definite statement of policy and ethics might be adduced which would materially aid in the solution of these problems. For example, one small section of the manufacturing industry apparently believes that "switching" is perfectly all right provided only that it is carried on within the law. Another, and a much larger, section, more thoughtful of the public, considers "switching" ethical so long as the customer gets a product of merit equal to the one for which she asked. Still another section condemns all "switching" as unfair and unethical. So long as all of these views are held and acted upon,

conditions will remain chaotic and the evils will continue and increase.

Obviously no action binding upon the industry in regard to this question, which holds so many other problems in its grasp, can be taken by a small group. There must be a full attendance, free discussion, and careful consideration before any statement of policy can be framed. None of this is possible without a full attendance and those who attend should be prepared to discuss this question and to take a definite stand upon it.

Perhaps we may be pardoned for expressing ourselves forcefully on this matter, but we feel very strongly that a frank and full discussion on this vexing question of "switching" would materially assist in clearing up some of the numerous difficulties which now seem to be almost insurmountable.

So we again urge our readers that "putting aside all business and excuses" they attend the meeting in New York on April 21, 22 and 23, not only to meet their competitors and enjoy the numerous entertainment features for which the A. M. T. A. is justly famous, but also prepared to present their views and to take such action as may be appropriate to dispel some of the mists which surround their industry.

### Our Twenty-Fifth Birthday

WITH this issue, THE AMERICAN PERFUMER celebrates its Twenty-Fifth Birthday. It was in March, 1906, that this publication made its first appearance and the present management, which has been connected with the paper practically from the start, has watched with a degree of pride its steady growth.

It is but natural that we should be proud of our increase in size and influence, but this pride would be a poor thing indeed were it not coupled with both humility and determination—humility in facing the work which we hope to accomplish during the coming years; determination in our intention to be, if possible, a constructive force for the progress and betterment of our industries.

During the twenty-five years of our existence, stupendous changes and remarkable growth have characterized the perfumery and toilet goods business. These changes and this growth we have endeavored to record with accuracy and fidelity. This is the first function of a trade publication. But without attempting to set ourselves up as an oracle, we have also worked to influence trade policies along lines which we believed to be constructive and likely to be productive of the greatest ultimate good.

During the coming year, we shall publish articles reviewing the progress, both here and abroad, of the industries which we serve. It is our hope that these articles will be interesting to our readers and especially to those who have with us had a part in the development of these industries through the years of their greatest progress.

As we enter upon our second quarter-century,

## OUR ADVERTISERS

CONTINENTAL CAN CO., INC.

New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW  
432 Fourth Ave., New York City

GENTLEMEN: THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW has been on our schedule for the last three years, and it is our intention to keep it there for a great many more.

We consider it the leader in the industry of toilet preparations and allied products, and know that it is of considerable benefit to us.

We would like to take this opportunity to thank your staff for the helpful co-operation which you so unselfishly render us.

Very truly yours,

CONTINENTAL CAN CO., INC.

by H. A. GOODWIN, Advertising Manager.

we pledge to the trade a continuation of our efforts to be of service, and we reaffirm our adherence to the principles which we have tried to advance in the past. We shall not allow ourselves to be led away from these fundamentals by considerations of expediency or temporary gain. Only by basing our work upon these principles can we continue to render service to our readers and to their industry, and this alone will be our aim during the coming years.

### Entirely Out of Place

MANUFACTURERS of toilet preparations have occasionally expressed concern coupled with a degree of surprise at the attacks made upon their industry. Concern is natural but there need be no surprise in the minds of those who witnessed or heard of the disgraceful spectacle staged early in March at the International Beauty Show in New York. Here the so-called Hollywood face lifting operation, a difficult and dangerous surgical task, was performed on a public platform before a crowd which included representatives of the press, who naturally made the most of it in their stories the following day.

Of course, there is no real connection between cosmetics and a face lifting operation, but in the public mind they are associated, and the scene of this outrageous performance was an exposition at which manufacturers of toilet preparations displayed their wares and could be assumed to be tacitly consenting to the spectacle.

The "Hollywood operation" is doubtless a useful and legitimate one but its performance in public is something hardly to be tolerated. Let us have no more of these disgraceful performances which can only bring discredit upon our industry and further attacks upon legitimate cosmetics and their manufacturers.

## Don't Neglect Production

**E**MPHASIS on merchandising and sales methods has been the current development in the toilet preparations industry. This has been a quite natural tendency and it has been fostered by the rather difficult times through which the manufacturer has been passing. In a time when sales are difficult and profits even more so, it is inevitable that the primary attention of the industry should be directed toward methods of stimulating business and increasing sales. It is not only natural but fitting and proper.

At the same time, there is a danger here which will not be overlooked by the farsighted manufacturer. Sales and advertising and general problems of merchandising may not be over-emphasized. That is hardly possible. But production methods and scientific research may be neglected on account of the added attention given to other matters.

It is hardly necessary to point out that success in the toilet preparations business as in any other industry is ultimately based upon the product, or to state that profits can be cut down as rapidly by lack of adequate attention to production problems as by lack of sales volume or inefficient sales methods. The industry must not neglect its research work on products and processes at a time when it is stressing sales and distribution. The companies which will come through the present more or less unsatisfactory period best equipped to take advantage of the better times ahead, will inevitably be those that have given adequate attention to scientific research and improved methods. By all means improve your sales and advertising work but don't forget your product and its manufacture in the meantime.

## A Letter to the Editor

Editor, THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

SIR: There has been a great deal of discussion as to the value of demonstrations, and as to their effect upon those concerns that do not use that method. While the writer has neither the inclination or desire to enter into any personalities, I wish to offer my comments, and attempt to show the side in favor of the demonstration method.

Demonstrations of treatment lines are not held for the purpose of taking away sales from any manufacturer, but only as a means of educating the public into the use of cosmetics and mainly of interesting those people who are using cosmetics for the first time.

Open demonstrations, when conducted in a dignified and intelligent manner, render a service to the customer that it is impossible to render under any other circumstances, and at the same time are an asset to the toilet goods industry at large, and the toilet goods departments of the various stores in which demonstrations are conducted, by adding additional sales to the department, and interesting new consumers.

Demonstration of any line does not spell the success of that product unless it has its merits.

If it were true that demonstration is harmful to those manufacturers who use other methods of educating the public, their annual reports would show a loss in sales instead of its annual increase in sales and profits as released reports do show.

On sound reasoning, there is not much difference between the method used in advertising in magazines and newspapers and the method used in demonstration, except that one uses a wide range and the other localizes discussion; but it is a very difficult proposition to educate the consumer in the use of cosmetics for treatment and make-up, because of the details necessary. A lecture given intelligently and properly is more interesting to a woman than a voluminous booklet or an attempt to understand it from an ad. It also has the added effect of showing the woman by personal contact how to use and apply the preparations, and understand what she is buying.

The demonstration method has done more to educate the public in the use of cosmetics and as a beauty aid than any other known method. It is not an unusual feature for a lecture on cosmetics within the limits of the store to produce in sales for one week more than the entire sales of the toilet goods department, which would clearly show new users in cosmetics. Because the department sales outside of the demonstrations average the same as before these demonstrations, it is clearly shown that no manufacturer has sustained a loss by these lectures.

First class department stores are today accepting the necessity of the use of demonstrations in educating the public in the use of cosmetics, and if conducted in a well-mannered, dignified manner they are considered by those stores as rendering a service to the public.

Yours very truly,  
PARFUMERIE DOLLUP, INC.  
H. I. GREENE, President

## The Glamor of "Imported"

**T**HE perfumer for one of the leading American perfume and toilet goods houses returns from Europe with an interesting story. During his journey, which covered the larger markets of Continental Europe, he found a growing demand for American toilet preparations. He also found the European woman demanding products bearing the "Made in U. S. A." label rather than those manufactured in European branches of American houses.

Apparently, the prejudice in favor of the imported article exists abroad as well as here, but it will be astonishing news to some of our timid American manufacturers to find that the European women, with the alleged best in toilet goods made right at home, demanding a product honestly labeled as made in America. What now becomes of the myth of foreign superiority? Perhaps we ought to trade markets and let everyone be happy, the American manufacturer selling his American goods abroad and the European selling his foreign goods here. Then no one would have to work up courage enough to offer a little real competition to the imported product.



## Activities of Industrial Alcohol Bureau

WASHINGTON, March 10.—Two movements within the Bureau of Industrial Alcohol which have been underway since last July 1 and which now are becoming apparent are expected to be of considerable value both to the bureau itself and to users of industrial alcohol. One is strictly administrative while the other could, if used by the industry to its fullest extent, be of inestimable value to manufacturers using industrial alcohol, in the opinion of bureau officials.

The administrative reform consists in the practice of decentralizing the bureau to the greatest extent, leaving the heads of the various administrative districts as free a hand as possible in dealing with manufacturers.

Under this plan, as outlined today, the principal records concerning permittees, manufacture and withdrawals of completely and specially denatured alcohols, and all the routine of this work, is being relegated to the branch offices.

Thus there is a certain elimination of delays heretofore encountered, and the chief office is left free to deal with the broad problems of administration without being encumbered with all the detail of records and routine which has been considered a detriment to efficient operation.

Incidentally, the bureau is still restrained from putting into effect its new regulations through delays in the Department of Justice, the issuance of them being postponed until April 1, another tentative date fixed after repeated postponements since last Nov. 1.

The second activity of the department is an intensified pursuit of research into industrial alcohol uses which are potentially of value to all permittees, especially in gathering facts concerning the broad outlines of their own businesses.

The most recent result of this research is contained in a booklet devoting considerable attention to specially denatured alcohol, in which it is shown that during the fiscal year ending last June 30, 4,982,029.36 wine gallons of alcohol were withdrawn under the special denaturing formulas, 39-b, 39-c, 39-d and 40, which cover the perfume, toilet water, toilet preparation and bay rum lists and a small portion of barbers' supplies.

The largest withdrawal for these classes was 2,362,635.39 wine gallons specially denatured under formula 39-b, covering perfumes, toilet waters, barbers' supplies and lotions. Perfumes and toilet preparations manufactured with formula 40 required 2,262,956.83 wine gallons; 344,045.01 wine gallons of formula 39-c went into "high-grade perfumes and toilet waters containing not less than 2 per cent by weight of essential oils, or their equivalent in perfume materials," and the remainder of the total, prepared under formula 39-d, went for bay rum and lotions for external use.

According to the bureau, specially denaturing formulas have increased in number from nineteen in use in 1912 to forty-seven primary and thirty-six derivatives today, or a total of eighty-three. Permits to use one or more of these specially denatured kinds of alcohol outstanding on Sept. 30 totalled 3,754, out of 9,422 permits to manufacture or handle in any way specially denatured and tax-free alcohol.

The use of all four formulas listed as pertaining to

the perfume industry is comparatively recent, No. 40 having appeared first in 1921 when only a little over 26,000 wine gallons were produced.

In the following year, production under this formula had multiplied itself, reaching 321,975.38 gallons, while formula 39-b was introduced with a first year production of 1,425,542.59 wine gallons. Formulas No. 39-c and 39-d appeared in the following year. Production in each class has varied greatly in succeeding years, although most classes dropped last year in keeping with the general program of business retrenchment.

## P. A. T. A. Ends Existence

At a meeting held in Toronto during February, the final chapter was written in the stormy history of the Proprietary Articles Trade Association, when it was decided that the association should come to an end following the decision of the Privy Council in the matter of its price maintenance activities.

The Association was founded in 1924 by the late Sir William S. Glyn-Jones and immediately began the fixing of retail prices by agreement. It was investigated as an illegal body under the Dominion Combines Act in 1926 and a decree holding its activities to be illegal was handed down in 1929. This was appealed to the Privy Council which, about a month ago issued a final decree upholding the Canadian Courts' findings.

Since the appeal was filed the association has been quiescent and following the decision of the Privy Council, it was decided to disband it. The funds in the treasury will be distributed among the provincial pharmaceutical associations, pro rata, about \$9,000 being available for this distribution.

## Tax Bill in State of Washington

A bill, HB 413, has been introduced into the legislature of the state of Washington which would place a tax upon cold cream, pomade, face or hair lotions, face powder, lip sticks, perfumes, toilet water and other cosmetics and toilet preparations. The amount of the tax is 1c on products selling for 10c or less than 25c. 2c on articles selling from 25c to 50c, 3c on 50c to 75c, 4c on 75c to \$1, and 5c on items valued at more than \$1. Stamps to the amount of the tax must be affixed to the package which is defined in the bill as "the box, carton, case or wrapper, directly containing the article or commodity in which it was placed at the time of manufacture." The trade in Washington is being urged by manufacturers to appear in opposition to the enactment of the measure.

## Druggists Supply Convention

The Druggist Supply Corporation held its annual convention at the Hotel Pennsylvania, February 16 to 20, 1931. The attendance was fully up to previous years and a most successful session was completed. Toilet goods was much in evidence with a number of well known houses displaying their products. A feature of this year's convention was the fact that lines were shown in the rooms of the members, the third floor of the hotel having been assigned for this purpose. Meetings were held as usual in the Mezzanine Ballroom.

# Nadinola New Products and Packages

TO complement and enlarge upon the already popular Nadinola bleaching cream, the National Toilet Company, Paris, Tenn., has added a full treatment line as well as some special items. The additions consist of Nadinola liquid cleanser, a skin stimulant which they advise is a neutral cleansing agent that tones and supple the skin and at the same time removes the last trace of dust, dirt and make-up. The liquefying cleansing cream, another addition, is a quick melting cream that liquefies and penetrates the pores and removes dirt and foreign matter. The vanishing cream, the company writes, is not the usual vanishing cream, but is so manufactured that it can be readily used by those with dry skins without any added drying effect. The nourishing cream is designed as a companion to the Nadinola bleaching cream. It is a product which has been used in connection with the bleaching treatment for many years but is appearing for the first time under its new name and dress. The face powder of the line is a light, fluffy powder with a very pleasing odor, and yet possesses enough body to enjoy good adhering properties. The shades are white, natural, truetone and brunette.

From the accompanying photograph a general idea of the artistic thought that was put into the developing of this new line of products can be gained. Symmetry of design, color, and label connects the various products which is a valuable asset in identifying the different items upon the display counters and on the shelves. It is especially advantageous in introducing new items.

White jars are used for the complete line of creams, each product being packaged in two different size containers. A black metal top with a small gilt edge completes the color scheme

of black, gold and white for these preparations. In harmony with the jar itself is the label, a neat gold with a black band and a decorative motif at the top. The Nadinola trade name below and the name of the product in black letters complete the harmonious ensemble.

Carrying out the general idea of the cream packages and labels are the bottles for the cleanser and skin stimulant. The transparent glass bottles are topped with a plastic top of black. Identically the same label is used on these bottles as on the jars, thereby again emphasizing the colors of gold, black and white. Two sizes, as may be seen from the photograph, are also used in the packaging of the cleanser.

A slight deviation from the general color scheme is evidenced in the powder boxes, a rose-red being added to the black and gold, and the label, instead of black on gold is reversed, gold on black, with the name of the product "face powder" in white. These boxes also are made up in two sizes.

The products will be marketed through the same general channels as the other items and the same means of advertising and sales appeal will be used. To introduce the line and familiarize the public with it generous junior size samples are being given free with every sale.

The entire line has been the result of much work and experimentation on the part of D. F. Nealon, perfumer of the National Toilet Co., and he is to be congratulated upon the success of his efforts. His aim has been to create for the company a line combining both practicability and beauty and in product as well as package the end has been attained. The packages have been developed along symmetrical lines and so consistently that a very pleasing ensemble has resulted.



# More Export Business?

## *The United States Should Enjoy a Larger Share in World Toiletries Business*

*by Wilbur T. Gracey*

**T**WO startling facts appear when we come to consider our trade in toilet preparations during the past twenty years.

During that time our production has increased enormously, so much so that we now stand as the foremost producer in the world, with a total manufacture of over two hundred and fifty million dollars in value per annum. We produce one-third of the total world production, which approximates \$750,000,000.

The second striking fact is that in spite of this immense output, our exports only amount to about fifteen million dollars, or approximately six per cent of total production.

France, on the other hand, which produces less than half the valuation that we do, exports nearly twice the quantity. The United Kingdom, which has less than one-eighth of our production, sells thirty per cent of its commodities abroad.

Eight countries are prominent exporters of toiletries, but three-quarters of the international trade is in the hands of the United States, France and the United Kingdom.

Considering the fact that we are by far the largest manufacturers—with our export trade only six per cent of our production against the United Kingdom's 30 per cent and France's 25 per cent—evidently there is something wrong with the American manufacturers' outlook on foreign trade.

### **Exports and Production**

Our foreign sales during the past twenty years have increased rapidly, but they have by no means kept pace with the growing production. Why don't American manufacturers wake up to the full realization of the opportunities awaiting them abroad? In this period of general industrial depression, our manufacturers might find it advisable to give this matter urgent attention, and become "export minded."

We have obtained considerable success in many of the better markets—the Far East and Europe—but there is no reason why American manufacturers cannot double—or treble—their foreign business in a few years, if the same efforts are put into cultivating foreign trade as are expended in securing business in the United States.

There is growing demand for, and increasing use of toilet preparations all over the world. Our methods of mass production, coupled with outstanding quality, place us in an enviable position to cultivate foreign business. Why don't we do it?

It is interesting to note that one-quarter of our exports now go to the United Kingdom—a territory

which manufactures considerable quantities of such products—and is able to export 30 per cent of what it makes. Our second largest export market is Canada

—another British possession—with British India third, Australia sixth and British South Africa ninth. If we can so successfully compete with the United Kingdom on her home grounds and in her Colonial possessions, why cannot we more nearly approximate her percentage of exports?



### **Manufacturing Branches Abroad**

It is, of course, a well known fact that our export figures of \$15,000,000 do not entirely represent our trade abroad. In

a number of countries—especially those in Latin America and elsewhere where import tariffs are high—we are manufacturing goods in the countries themselves, in many instances exporting the raw products from this country,—which appear under other headings in our export statistics. However, even if we figure this foreign manufacturing as equal in value to our exports—probably too high an estimate—we still have only about 12 per cent of our domestic production, against the 25 per cent and 30 per cent of our principal competitors.

Our toiletries are distributed in over a hundred foreign countries. We hold a strong position in many sections of the world—72 per cent of the imports of Central American countries for instance; 50 per cent in the West Indies, 45 per cent in the East Indies, 28 per cent in Oceania and 25 per cent in Europe.

There is no reason, however, why, with careful cultivation and intensive advertising, we cannot secure a much more enviable position than we occupy at present.

We are the world's largest producer, our goods have the highest reputation in foreign markets for constant and unchanging quality, and our system of trading is satisfactory to most markets.

Export trade is simply not being given sufficient consideration. This is partially because of our enormous domestic demands, and the ease of handling business in our own markets, but more especially is it because our manufacturers lack interest in foreign business, they are unfamiliar with trade conditions abroad and the methods of buying, falsely consider that export business is extremely difficult, and have a general inertia against learning.

While the past twenty years have been notable for the enormous growth of our domestic trade, far-seeing industrialists predict that the next twenty-year period will be equally notable for penetration of foreign markets. The manufacturers who take advantage of this opportunity will reap substantial harvests.



American dentifrices—with talcums and tonsorial specialties—have already blazed the trail in many foreign markets. They have established our reputation as quality producers, and thereby made the introduction of other products much more simple.

There is a general feeling with those unfamiliar with foreign business that it is infinitely more complicated, difficult and much more risky than domestic commerce. This is a fallacy, and our manufacturers should realize this fact.

In the domestic trade, the matter of greatest importance is the selection of your territorial representatives, whether members of your staff, or someone brought from outside. This is also true of export business. Perhaps it is even more important. The securing of suitable representatives, however, is by no means an unsurmountable difficulty.

Naturally he must have a thorough knowledge of the goods which he is to sell, but it is of equal importance that he should be familiar with the language of the country in which he expects to operate, and understands the peculiar trade customs, likes and dislikes of its people.

Thorough investigation of conditions in the countries concerned is a prerequisite to entering the market. In the initial stages, the manufacturer will probably endeavor to secure a foothold in those markets where other firms have had their greatest success and appreciation is strongest.

Almost any of our toilet preparations are equally as salable abroad as in the United States, but, as in this country, the representative must be backed up by ample advertising allowances, and it must not be anticipated that his efforts will be immediately remunerative. If a foreign business is made self-paying within the first three years, it is progressing satisfactorily.

If you do not open your own branch office abroad, it is almost always a necessity to grant exclusive representation to whomever is appointed to act for you, allowing him sufficient margin to make it possible for him to employ necessary sub-agents. The main representative will, of course, be stationed in the principal trading city of the country, with sub-agents functioning in less important cities. Assisting agents will usually only be appointed as, and when, absolutely essential for the extension of trade. The advantage to the manufacturer of a single representative in each country is that it simplifies the entry of goods and payment of import duties, makes superintendence of manufacture in the country simpler when it becomes necessary, helps the investigation of credit responsibilities, and makes

for closer contact with local tradesmen and with the home office.

Occasionally an active and reliable agent can be secured who can handle the trade and who is already engaged in selling some allied line. Usually such a man has already established connections and has a satisfactory standing in the local community. In some cases it has even been found possible to have one of the wholesale drug concerns abroad handle a manufacturer's business, but this is not always to be recommended, as such concerns handle too diversified a line, and will not take the personal interest in the manufacturer's product that an individual representative would do.

An advantage in building up an export trade which should not be overlooked, is that such foreign business has a certain stabilizing effect on domestic trade, and in times of depression the export business, even if it is

only ten per cent of the domestic trade, may be the saving factor which makes the difference between profits and losses.

Competition abroad is very keen, and constant advertising is a necessity, which must be coupled with live representation to meet the activities of foreign competition.

Eighty per cent of our present foreign trade lies in the United Kingdom, Canada, British India, the Philippines, China, Australia, Hawaii, Port Rico, British South Africa, Cuba, Java and Madura, Colombia, Panama, Denmark, the Argentine, Japan and Germany.

This by no means implies, however, that we should not investigate the possibilities of extending

our trade with other countries. The following places are all live prospects for extended trade in toiletries: The Netherlands, Sweden, Spain, Switzerland, France, Italy and Belgium amongst the European nations are all making increasing purchases annually. In Latin America, Brazil, Venezuela, Mexico, Dominican Republic, Jamaica, Chile, Uruguay, Guatemala and Honduras are all places where trade can be increased.

That it pays to advertise abroad, has been evidenced in recent years by the enormous extension of our sales of medicinal and pharmaceutical preparations in foreign countries. This part of our foreign trade has more or less kept pace with the growth of domestic sales. The percentage of exports has been large, and has increased annually with the growth of home business. In many countries our proprietary medicines are as well known as in the United States, especially in the Western Hemisphere. Our shipments to this territorial division of the world alone is as large as the total exports of our nearest competitor in this line to the entire world. There is no reason why a similar

### Let's Make the Effort

**WE** break into Mr. Gracey's interesting series on Latin American trade and trade prospects to publish this month a plea by the author for more attention to foreign business. Admittedly we have been lamentably weak in pushing our toilet preparations in foreign markets and in this article, Mr. Gracey offers a few reasons for this slackness and shows how fallacious these reasons actually are.

There is no doubt that the position of the industry toward foreign trade can be measurably improved and that we can take our natural place in the front rank of toilet goods exporters, if we will make the effort. It is our hope that this article will cause some manufacturers to give a thought to the matter of foreign trade in their products.

condition cannot be made to exist in the line of toiletries.

France, up to the present, has been the dominant factor in international trade, supplying the world with one-third of its needs. Her exports are equal to the combined foreign sales of the United States and the United Kingdom.

In the Western Hemisphere, French trade is pre-eminent. We, ourselves, add largely to this condition and are the best customers of the French.

Throughout the world French perfumes and cosmetics have become universally popular, so that her position with certain luxury classes, is impregnable. Her dominion, however, does not extend to all markets, nor all commodities. The Argentine, Brazil, Colombia, Cuba and Salvador are strong French markets. In Europe three-quarters of the annual European exports go to Belgium, Switzerland, Italy, Spain, and the United Kingdom; in fact a third of France's foreign trade is with the United Kingdom. In the Far East, France holds a strong position in India, China and the French mandates. In Africa she has secured three-quarters of the trade, but this is mostly with the northern sections, particularly the French possessions.

In North America, France leads in the value of her exports. This, of course, includes our very large imports, though the sale of French goods in the United States is only a small percentage of the value of the home trade. In South America France has an advantage over us, especially in the luxury class of goods, but her lead is a small one, and annually we are more nearly approaching the value of French sales. France also leads in Europe, Asia, Asia Minor and Africa.

In the West Indies, Central America, East Indies, and Oceania the value of our exports in toiletries is already higher than those of France, and in Northern and Western Europe, South America and Asia we are already a close second, and annually more nearly approaching France's position.

Of the total world's foreign trade, France commands 40 per cent, the United States 23 per cent, the United Kingdom 17 per cent, Germany and Switzerland each 5 per cent, Japan and Spain each 4 per cent, and the Netherlands 2 per cent.

If our exports increase as rapidly in the next ten years as they have done in the past decade; and especially if they show a larger percentage of our domestic production; we should hold much the strongest position throughout the world.

It is only necessary for our manufacturers to concentrate the same attention on other countries as they are doing on the home markets to make this possible.

There is every reason to believe that the next twenty years will show a startling extension of our foreign business in toiletries, as our products become better known abroad.

There is a great opportunity for our manufacturers to reap a golden harvest from the hundred markets that have been already opened overseas.

### All But!

You may have much or you may have more—you may have little or you may have less—you may have everything, but happiness, and what does it all amount to?—*The Silent Partner.*

## Jamaican Essential Oil Production

Jamaican essential oil production consists chiefly of orange and lime oil, the combined production of which amounted to 14,839 gallons in 1928, as against 16,358 gallons in 1929. Pimento leaf oil is still found to be a profitable export product.

Exports of essential oils to the United States during the past two years are shown in the following table:

	1929		1930	
	Quantity (Pounds)	Value	Quantity (Pounds)	Value
Lime .....	904	\$6,000	(a)	.....
Orange .....	82,690	225,000	28,000	\$46,000
Pimento leaf .....	3,375	2,500	7,000	5,400

(a) Not available.

(Vice-Consul G. A. Cournoyer, Kingston).

## F. H. Leonhardt Heads Drug Club

At the annual meeting of the Drug and Chemical Club, New York City, on February 25, F. H. Leonhardt, first vice-president of Fritzsche Brothers, Inc.,



C. H. & S.

F. H. LEONHARDT

was elected president. The other officers elected at the same meeting were: A. M. Murray, vice-president; H. H. Clutia, treasurer; and W. O. Badger, secretary.

At a previous meeting on February 19th, the following were elected as members of the board of governors: J. S. Turn, William Williams, W. O. Badger, A. A. Wasserschmidt and A. R. Phillips for full term ending in 1934, and Joseph A.

Huisking to fill an unexpired term ending in 1933.

Mr. Leonhardt is one of the best known and most popular men in the essential oil industry. He has been a member of the club for many years, and with his many friends in the trade we extend our hearty congratulations.

## Chile Active in Local Toilet Preparations Industry

The manufacture of toilet preparations is rapidly increasing in Chile, and it is estimated that domestic manufacturers are filling about fifty per cent of the market requirements. Despite local production and keen competition with products imported from Europe, toiletries of United States manufacture are found in most of the high-class drug stores in the principal cities. Total toiletry exports from the United States to Chile in 1930 amounted to \$161,000.—(Consul General C. F. Deichman, Valparaiso).

## American Essential Oil Exports, 1930

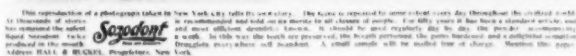
The export value of American peppermint and orange oil during 1930 showed a decrease over the 1929 figures as will be noted in the following table:

	1929		1930	
	Pounds	Value	Pounds	Value
Peppermint oil .....	221,561	\$795,464	233,294	\$700,177
Orange oil .....	43,251	160,391	27,712	59,197

*by Dr. Curt P. Wimmer*

Let us review, as space permits, the condition of the toilet goods and perfume industry about the time when this journal made its first appearance, which was in 1906. In all of the United States there were only about 300 firms who manufactured toilet goods of some sort or other. Their total capital was five million dollars and their output amounted to a value of twelve million dollars. They were organized in a measure. The "American Perfumers' Association" was, then, twelve years old. Theodore Ricksecker was the president, assisted by F. F. Ingram and Gilbert Colgate as first and second vice-presidents. Their conventions were held in the Hotel Knickerbocker and were splendid social functions. Professor Charles F. Chandler was a guest of honor. In the business sessions, they discussed the provisions of the newly enacted Food and Drugs Act and its effect upon the industry; the standards of flavoring extracts many of which were found or claimed to be adulterated; import tax reductions;

The American perfumers had a real problem confronting them as they even have today. Not only did they have to combat the imported product, but they



A LITTLE MORE THAN TWENTY-FIVE YEARS AGO, THE FIRST TOILET GOODS ADVERTISEMENT USING A POSED PHOTOGRAPH APPEARED IN THE MAGAZINES. IT IS SHOWN AT THE LEFT OF THE ABOVE PICTURE. ON THE RIGHT A MODERN ADVERTISEMENT SHOWS HOW THIS IDEA HAS DEVELOPED IN THE SHORT PERIOD SPANNED BY THE LIFE OF THIS JOURNAL.

ONLY  
35¢

Tip the fingers with romones

also had to contend with harmful influences at home. On the women's pages of certain magazines, formulas were printed for home made perfumes; newspapers would advise their readers openly not to use perfumes at all.

In the perfume industry, it was the era of new synthetics. Nerol, eugenol, sesquiterpene alcohol, etc., had just been isolated from certain essential oils and there was much speculation and controversy as to their use. The determination of the constituents of essential oils was a subject quite new and aroused much interest. The use of perfumed soaps became more general because they could be manufactured more cheaply now with the aid of the new synthetics. In general work, pomades held first place. Of course, solid concretes made by the petroleum process were in use, but they still had to be rubbed to a paste in a mortar and agitated with alcohol for hours—then chilled and filtered all of which meant considerable loss. Now, a new sort of preparation appeared in the market—the "liquid flower essence" from which the wax had been already removed and which could be directly dissolved in alcohol, thus entailing a decided saving of labor as well as of material.

There were about 140 establishments which devoted all or part of their work to the manufacture of perfumes and their output was valued at about five million dollars. Among the more prominent firms were Colgate & Co.; C. B. Woodworth Sons; Ladd & Coffin; Lubin; Lazell, Dalley & Co.; Richard Hudnut; Theo. Ricksecker & Co.; D. R. Bradley & Son, etc.

American perfumers were then as they are now anxious to make the public understand and appreciate the fine qualities of their own perfumes as compared with those of foreign products. In an address made by Mr. Ricksecker, we find the following statement: "Our tendency to follow in the wake of the leading perfumes of Europe is more than half wrong. Let us originate combinations of highest quality, create designs and standardize American perfumery till it reaches the goal of supremacy and is so acknowledged in the markets of the world."

The names of some of the better known American perfumes were "Woodland Violet," "Golf Queen," "Ping Pong," "Coronation Violet," "Violet Sec," "Rose Royal," "Violet Incarnate," etc. The tendency was to create straight flower odors and the bouquet odor was not as yet used to any considerable extent. The larger amount of toilet preparations and perfumes were sold through the agency of drug stores many of whom manufactured and put up for sale their own cold creams, toilet waters, sachets and perfumes. Lanolin was just about coming into use as an ingredient of creams and we find an article printed in an early issue of *THE AMERICAN PERFUMER*, written by its editor, in which he describes the properties of that substance and terms it "a product of comparatively recent discovery" which American manufacturers of toilet preparations have only been too slow to use in their products.

We can visualize now the toilet preparations and perfume industry of twenty-five years ago as of fair size, partially organized, alive to the problems of its days and starting out on a development in importance and extent not dreamt of at the time. What it needed most was a voice. Matters pertaining to its interests

were usually printed in drug journals. There was no specific magazine to represent it. This was realized in 1906, when Messrs. Ungerer & Co., located at 15 Platt St., New York City, started to publish a monthly magazine under the name of *THE AMERICAN PERFUMER*. Louis Spencer Levy, who had previously been connected with a drug journal, was its editor. Under his able management, the journal grew quickly and after only a few months, an office was established at 100 William street.

In the fall of 1906, the Perfumer Publishing Company was incorporated as a separate concern and, in December of the same year, we find Mr. Levy's name printed for the first time as the president of the new independent publication *THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW*.

This year, 1931, that journal celebrates the twenty-fifth anniversary of its foundation. Let all to whom *THE AMERICAN PERFUMER* has been a source of information, of instruction, and of pleasure join the writer of this article in bringing heartfelt wishes to the editor and his staff together with the fervent hope for many more years of continued usefulness and service to the industry.

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#### American Talcum Powder Most in Demand in Nigeria

Among toilet articles for sale in Nigeria, talcum powder has the best sale. Owing to the small number of white women in Nigeria, probably less than 500, cosmetics, in order to find a sale of any significance, must be of a class which appeal to the native. Cosmetics, apart from certain crude native preparations, made principally from palm oil and palm kernel oil, are not manufactured in West Africa.

Imports are principally from Great Britain and France though talcum powder of United States manufacture is popular.

The standard of living of the white inhabitants is high and the standard of the natives is rising steadily. The native African likes the comforts and luxuries of life and in prosperous times spends his money freely.

A list of Nigerian drug stores and dealers in cosmetics may be obtained by accredited American firms on application to the Bureau.—(Consul G. R. Willson, Lagos).

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#### International Beauty Show

The International Beauty Shop Owners Convention and Exhibition which was held at the Hotel Pennsylvania, New York City, on March 10th to 13th under the direction of Joseph Byrne, was one of the outstanding features in the beauty shop year. Aside from much information to be gleaned from the exhibits there were educational lectures each day under the direction of Mrs. Ruth D. Maurer, and many illuminating demonstrations.

Among the exhibitors present were the Colgate-Palmolive-Peet Co., Chicago; The Davies-Young Soap Co., Dayton; Houbigant, Inc., New York City; Kimberly Clark Corp., Chicago; Lockwood Brackett Co., Boston; Ruth D. Maurer Corp., and Northam Warren Corp., both of New York.



# Launching a New Line

*What is Needed and a Few of the Pitfalls*

*Awaiting the New Manufacturer*

*by Donald S. Cowling\**

THE toilet goods business is extremely tempting. Estimates of the total annual volume running from \$1,000,000,000 to \$1,750,000,000 draw the attention of business men in many diversified lines, and all are eager to get in and get a slice of this tremendous business. The procedure, on the surface, looks easy. Someone has the formula for a sensuous perfume, a smooth free lathering soap or an unusual dentifrice. The item is good, —excellent, probably. It will do well everything expected of a product of that type. Why should not women everywhere greet it with open arms, buy it in quantities and divert to its sponsors some of the huge sums expended every year in this field? So space is taken, salesmen are hired, and everything made ready for the orders that are to roll in. Then comes the slow realization that a share of that business does not come as easily as indications might lead one to believe.

Someone once said that a toilet goods line to be successful must have *everything*. Quality alone is not sufficient; price, advertising, discount, salesmanship, good appearance, merchandising,—all these must a product seeking recognition in the toilet goods field have if it is to achieve any degree of recognition and acceptance. And even then, possessing all these points in adequate measure, it may not "click."

The toilet goods business, in particular that part of it pertaining to perfumes, powders, compacts, rouges and lipsticks, is very largely dependent upon feminine fancy. Even in such items as soap, combs, brushes, manicure implements and other items that might, strictly speaking, be termed necessities, feminine fancy is allowed full play. To the moulding of that fancy, then, must the efforts of those of us who are engaged in this business be directed. And right here is as good a place as any to mention the part that is played by femininity before ever the product gets to the consumer. The chances are that a very large portion of all toilet goods sales are made by women and girls to women and girls. The girls behind the counter in any department store, drug store or specialty shop are a factor in toilet goods merchandising that is too often overlooked, or at least not given the attention so important a point of contact deserves.

It goes without saying that a product to be launched into the toilet goods field in this day and age must have the power of advertising behind it. That advertising must be good advertising, there must be plenty of it, it must be consistent, and it must be placed correctly. The advertising that will be helpful in the merchandising of a new perfume may be a feeble

fizzle when built around soap. The advertising of a new product should be determined largely by the merchandising policy, and this policy should be laid out in all its ramifications before the first step is taken in advertising or anything else. Is the product to be sold through department stores, drug stores, specialty shops, or all of them? Is it to be sold through the jobber, direct, or both? Is it to be sold to chains? Are prices to be maintained? Will there be varying discounts or one? Free goods deals? Limited or general distribution? Will there be any shipped on consignment? What about returned goods, leakers, breakage, shop worn or soiled merchandise? How about dating? The policy on all these points must be established before advertising plans are begun, and once established, they should be adhered to. Vacillating merchandising policies undermine dealer confidence in any line, and examples are not lacking of substantial businesses in the toilet goods field which have run aground through just such uncertainty. Particularly in a new business venture is the large order at a special discount or from an undesirable store tempting, but they will cause more trouble later on than they are worth now, and will not justify a departure from the regular policy.

The answers, as affecting this particular product, to these merchandising questions being decided upon, as much advertising as the budget will stand should be planned. In the past some very substantial toilet goods businesses have been built without a nickel's worth of national advertising, but those days are over. Demonstrations, P.M.'s, contracts with the stores, samples and window displays may have been sufficient in the days when the field was not so crowded, but to-day the trade looks askance, to put it mildly, on the product with no advertising behind it.

This brings us to the point that advertising alone will not put a line over. It might be possible that a campaign so tremendous could be inaugurated as actually to force a certain amount of business, but the cost of such a campaign would so far overshadow the orders secured as to make it a liability rather than an asset. And then there would be no assurance that the line would have met with an acceptance by the trade that would keep it going should the advertising be discontinued or curtailed. As necessary as advertising is for the acceptance and advancement of a line or product in the toilet goods field, it must be extended and reinforced with at least some, and better all, of the plans, sufficient in themselves awhile ago.

\*Director of Sales, Lucien Lelong, Inc., New York City.



Not all stores will permit all of these plans, but most of them will meet the manufacturer or importer half way on at least one of them. Demonstrations, for instance, are a phase of merchandising which has caused more dissension in toilet goods circles than almost any other selling plan. Demonstrations themselves are divided into two classes—open and closed. Both are largely what the name implies. The manufacturer or importer places one of his own employees in a retail store to push the sale of his merchandise. In an open demonstration, used principally by beauty treatment lines, the demonstrator appears in a white uniform and goes through the actual procedure of cleansing her face and applying the creams and makeup, lecturing the while to a circle of women customers who gather about her space on the counter or aisle table. In a closed demonstration the demonstrator takes her place with the regular sales girls behind the counter and is indistinguishable from them. She is supposed to act as a regular employee of the store, selling customers whatever they ask for, but pushing at every opportunity the merchandise of the manufacturer by whom she is employed.

#### The Place of the "P.M."

P.M.'s (push money), too, are divided into two classes, open and confidential. In stores which permit the practice, a commission (usually 5%) is paid to salesgirls by a manufacturer on the retail price of his merchandise sold by them. Reports are sent him of the sales and payments are usually made monthly, sometimes to the store, sometimes to the head of the department to be distributed by him among his salesgirls, and sometimes directly to the salesgirls themselves. The confidential P.M. is used by unscrupulous manufacturers with salesgirls of stores which do not permit P.M.'s. Such transactions are usually carried on by the manufacturer's representative with whatever salesgirl he can find willing to take the risk.

Contracts are sometimes made with certain stores

for a manufacturer to extend an additional retroactive discount if the sale of his merchandise in that store reaches a predetermined figure. Other stores, even those which use no demonstrations, exact from the manufacturer a stated sum each month for display space for his line on their counters. Still others offer the manufacturer an opportunity to pay half the cost of local newspaper advertising which the store may run on his line.

#### Value of Displays

It goes without saying that display material, tester sets of perfume and powder, signs, cards, booklets, mats and samples must be supplied the stores, and too much care and attention cannot be given to these. A window display which will be acceptable to certain drug stores will not be permitted in some department stores and specialty shops. The dainty counter or display case cards which will be used by these department stores would be lost sight of and practically valueless in chain drug stores.

Provision must be made for gratuities. A bottle of perfume, a compact, a box of soap, judiciously presented in the right quarter, will frequently do as much to advance a line in a store as weeks of high pressure salesmanship and pages of eloquent advertising. Exchanges must be expected—overstock of certain items, leakers, shop soiled containers, smeared lipsticks, crumbled rouges and compacts (not much use in complaining to the stores that the salesgirls are careless in handling merchandise—sometimes it is their fault, more often their customers; but it is the manufacturer to whom they look for aid) all these come back, and unless an equitable policy is determined upon and adhered to trouble will result. Finally there is competition from the houses which offer good stores almost any concession to get their line in. One of the country's foremost toilet goods buyers told me the other day that the offers made him by manufacturers overeager to have their lines on display in his store are almost unbelievable. "Merchandise for nothing!" he said. "Why, that's nothing at all. They'll give me the merchandise, pay for space in which to display it, run advertising on it over our name—I could go on for hours telling you how I'm besieged every day."

#### Chances for Success

From the foregoing it might seem hopeless to try to break in. Yet the sale and use of toilet goods goes on in ever increasing volume every day. Rare indeed is the home in this day and age where some of the multifarious items sold in toilet goods departments cannot be found. The market is there, one of the most important and lucrative in this great country, and the formula for successful entry into it is comparatively simple. It may be expressed briefly in terms of capital, knowledge of the business, and tenacity, taking for granted that the product to be launched has



A WINDOW BY NORTHAM WARREN CORP.



merit. Without this it is vain even to attempt a start, for where their beauty and charm are concerned women take no chances.

Granting the quality of the products, then, the first requisite for successful entry into the toilet goods field is capital, and the more capital the better. No matter how meritorious the product, without money for advertising, money for good salesmen, money for development, money for sales helps, for demonstrations, for P.M.'s, for display space and then more money to tide the new concern over the unproductive first couple of years, the project will die aborning.

Next in importance to capital comes knowledge of the business. The toilet goods business is very much individual. Successful banking, successful shoe making, success in any other line of endeavor, while helpful, is no guarantee of success in the toilet goods business. Better to get someone with a proven record of success in the toilet goods field to direct the activities of the new enterprise, pay him according to his worth, and *let him alone*. If he is the right man, he knows what he is doing, if he isn't you will find it out soon enough. Give him a free hand, and the money for him to carry out his ideas.

Third in this formula must come tenacity of purpose. The new concern starting in toilet goods must expect to lose money for some time. Never mind the high figures of successful houses in this field. Those figures were attained by years of perseverance both in spending money and in hard, intensive sales work before they gradually climbed out of the red. No matter how marvelous a product is, it takes a long time to spread the news of its efficacy widely enough to insure a profitable demand for it. The sponsors of a new product in the toilet goods field must be prepared to see everything going out and nothing coming in for a long time.

If, however, they are prepared for that, are financially able to give the new product the backing it must have, and have at the helm a man thoroughly schooled in the peculiar and infinite ramifications of a highly competitive business, there is no reason to doubt their ultimate success.

#### French Production of Lavender Oil in 1930

Although the crop of lavender flowers for the 1930 season has been normal, it is estimated that from 150 to 170 kilos of flowers will be necessary for the production of one kilo of essence.

Distillation, started later than usual, reached a peak during the first half of August and was still going strong during the early part of September. The unusually rainy summer was favorable to the flowering.

The price paid for the flowers is relatively low and below the figure obtained during the several preceding years.—(*Assistant Trade Commissioner Earle C. Taylor, Paris*).

#### Gives Business to Advertisers

*Madame A. Ruppert*

We have received the August and September issues; don't neglect October issue as we find it very interesting and have already given one of your advertisers a nice order—saw advertisement in your publication.

#### A.M.T.A. Convention Plans

**P**LANS are rapidly nearing completion for the annual convention of the American Manufacturers of Toilet Articles. The meeting will be held at the Ambassador Hotel, New York City, April 21, 22 and 23. Early reservations are being received in good numbers and the committee, headed by Frank J. Lynch, is confident of an excellent attendance.

Work on the entertainment features is progressing rapidly and the committee has advised us that this part of the program will open with a theatre party on Tuesday evening when members and guests will have the opportunity of seeing one of the latest Broadway hits. A theater supper and dance will follow at the Ambassador.

The following evening has, as usual, been left open so that members may arrange their own entertainment but the ladies auxiliary will provide entertainment to the ladies who desire to arrange it through them.

Thursday evening will be given over to the annual banquet which will be held at the Ambassador. Attractive souvenirs for both ladies and gentlemen have been provided and as usual there will be no orators in attendance.

The business program will bulk larger in this year's sessions than usual. Beginning Tuesday immediately after luncheon which will be served at the hotel, there will be morning and afternoon sessions on Wednesday and on Thursday. Some excellent speakers on business and trade topics have already been secured and the list will be augmented with others. Plans are being made to encourage more general discussion than usual on the industry's most pressing problems and a full attendance is desired so that definite action may arise out of this discussion.

A whole section of the hotel has been reserved for the exclusive use of the convention. A private entrance on 51st street, separate checking facilities, meeting rooms, use of the palm room, grill room and extra space as required have been arranged. Registration cards are being mailed to membership and all who expect to attend are being requested by Mr. Lynch to facilitate his difficult task by sending them in at the earliest possible moment. More than 450 are expected to attend and it will greatly facilitate the work of arranging accommodations, etc., if the early registration is a large one.

#### Toiletries in Spain

Spain is a large producer, consumer, and exporter of toilet preparations. Foreign brands, however, are highly regarded and many find an excellent market in that country.

During 1928, the last year for which detailed statistics are available, Spain imported 153,000 kilos of perfumes and cosmetics, of which, France supplied 63 per cent, the United States 18 per cent, and Great Britain 15 per cent. Exports exceeded imports by 90 per cent.

A list of Spanish wholesale drug dealers, wholesalers of perfumes, cosmetics, etc., and commission merchants may be obtained by accredited American firms on application to the Chemical Division.—(*Commercial Attache Charles A. Livengood, Madrid*).

# Recent Product Developments

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Lesquendieu's Hand Cream

A new almond hand cream known as Eclador Almond Cream has recently been presented by Lesquendieu, Inc., New York City. This product is



a water soluble cream to be used on the hands in place of soap, and leaves the hands, according to the company, smooth and white and with a very delicate odor.

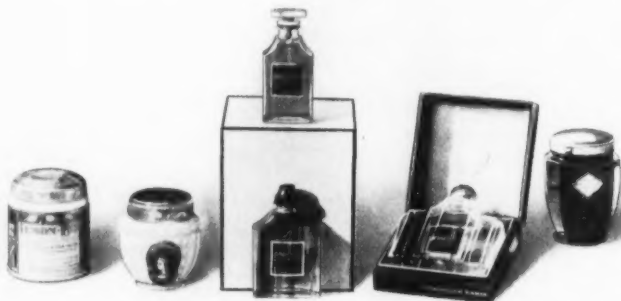
The container is a most attractive plastic jar developed in black with a red top. An unusual point regarding the jar is the

inside thread, an aid to the beauty of the package.

## Products of Parfumerie Harmelle

Howard C. Allen & Co., Washington, D. C., presents a group of perfumes and cosmetics by Parfumerie Harmelle, Paris, France. The group consists of three units; the first, the Princilla Ensemble, which consists of perfume, toilet water, lotion, cream, face powder, rouge, and lipstick. The perfume is packaged in two sizes, a small flacon suitable for the purse and the larger size, a modernistically designed bottle enclosed in a mahogany box lined with deep canary satin. The label color scheme for these products is gold and black. The cream is contained in a black jar with a gold top with a decorative diamond shaped label. The face powder comes in two sizes, both in round mahogany boxes.

The second unit, the Papillon de Nuit, consists of a perfume packaged in three sizes and a lotion.



est perfume package and the lotion container are similar to that of the flacon of the Princilla shown in the accompanying photograph. The medium size bottle is of black with a jade green stopper, encased in a box of silver with black decorations. The large size is also of similar color scheme encased in a white suede box. Black and silver is the color combination of the label for this group.

The third unit consists of a lemon cream, Lemon-Lys, Secret de Reine, Neige Beatrice, Sortilege, Soulcima nail polish, and shampoo Harmelle. The Creme Lemon-Lys is packaged in a white jar with an aluminum top and a decorative green and yellow label with the lemon portrayed on it. Secret de Reine is also packaged in a white jar but carries a gold, blue, yellow and black label. Creme Neige Beatrice is distinguished by its maroon, gold, blue and white label.



## Ungentine Skin Cream

The Norwich Pharmacal Company, Norwich, N. Y., after considerable experimentation, has developed a cosmetic cream containing unguentine. The cream is a snow-white, non-greasy, stainless and vanishing product. One of its chief uses, the company states, is for the quick relief of sunburn pain. It soothes and cools, thus taking out the sting. Used as a cosmetic cream, it tones and smooths the skin to a soft supple texture, keeping it velvety smooth and combating many different kinds of complexion blemishes. Among its many uses is

that for chapping, windburn, preventing sunburn, a powder base cream, massaging, after shaving, softening hands, large pores, oiliness, rough, coarse skin, etc.

The cream is packaged in a black, fluted glass jar with black top. The contrasting colored label is green.

### New Tre-Jur Bath Powder

The House of Tre-Jur, Inc., New York City, has recently added to its line a new bath powder in an entirely new package. The powder comes in a large round box which has the unique feature of a metal base to protect it from water in the bathroom. The box is a very substantial one and is beautifully decorated in a colorful floral design with gilt edges, the predominating colors being rose, and green interspersed with yellow, blue and orange. It contains a generous quantity of fine lightweight powder, delightfully scented. In each box is a large fluffy puff in color.



### Two New Ambrosia Products

The Ambrosia Cream and the Ambrosia Tightener are the recent additions to the line of Hinze Ambrosia, Inc., New York City, and will be presented to the public in connection with Hinze Ambrosia by means of a nation-wide advertising campaign including forty-one newspapers, and eight magazines of national circulation. Rotogravure sections in the newspapers will be used where possible.

In presenting these two new products to the consumer a special deal including a 100-page book, a full size bottle of Hinze Ambrosia, a full size bottle of Ambrosia Cream and a full size bottle of Ambrosia Tightener is to be offered in the campaign beginning March 29 and ending May 31.

### New L'Manda Items

Two new items, Pore Cream and Muscle Oil, have been added to the L'Manda line and were placed on the market March 1 by Parfumerie Dollup, Inc., New York City. These two products are packaged in modern containers similar to those of the rest of the line, and display the attractive L'Manda label, a silver background with a decorative border of green and black with the firm and product name in black. They further supplement the company's well rounded line.

### New Rudemar Product

Liquid Cleansoil is the latest addition to the Rudemar line recently presented to the public by the Ruth D. Maurer Corp., New York City. This new cleansing oil, Mrs. Maurer states, opens the pores of the skin and leaves it very soft and smooth. Not only is this good for the face but also for the hands. One of its greatest features is its absolute neutrality; it contains no alkalis.

A bottle characteristic of the Rudemar line is used as the container for this oil. As shown in the accompanying photograph the contour is the same as others of the line as is also the color.



### Krank Cosmetics in New Package

Commemorating its 40th anniversary, the A. J. Krank Co., St. Paul, has completely redesigned the packages of its well-known line of cosmetics. Last month we showed the new bottles that make up the





### American Girl Products Importations

Treyvous-Jaccard perfumes, imported by the American Girl Products, New York City, consist of two distinct lines of perfumes, the Treyvous and the Jaccard. The former, as shown in the left of the photograph comes in three odors, geranium, gardenia and celeste, an oriental essence. The other, shown in the right of the photograph below comes in the three floral odors, violet, sweet pea and carnation.

The Treyvous products are contained in a crystal clear glass bottle of irregular shape with fluted sides, and the bottle is boxed in a plush lined gray suede paper box with silver and black trimmings. The Jaccard perfumes, in clear glass bottles, stand upright in a purple suede box with silver trimmings.

new ensemble and below we are giving a photograph of the various numbers of the line. The new smart boxes, bottles, flacons and jars reflect a most consistent standardization of appearance, the color scheme throughout being silver and blue.

Lotions are in bottles and flacons of straight line, crystal clear glass surmounted by plastic dodecagon caps. Creams are in opal jars, surmounted by embossed polished silver tone tops. Compacts and lip-stick are also of polished silver tone with royal blue enamel mounting.

A silhouetted profile of a girl's face, rendered in the simple angular style of early Egyptian art motifs, serves as the new trade mark of Krank toiletries. Though ultra-modern and sophisticated in technique, it is not extreme. Cartons of harmonizing designs also in silver and blue are used to complete the renaissance.

Several additions to the Krank assortment of creams, lotions, hair requisites and beauty preparations have been made. Among the new creations are Poudre Krank in five shades, lipstick in two shades, rouge compact, powder and rouge compact and muscle oil. To the line of creams has been added special cleansing cream.

In presenting this newly dressed line to the public national magazines, newspapers and trade journals will be used.

### Royal's New Soap

Arlene Royal, New York City, has just presented a new soap which is most attractively packaged. As may be seen from the accompanying photograph the container is in the form of a jewel case, and it is for this purpose that the box was designed. The case which is of cardboard, comes in four colors, orchid, white, jade and blue, with gold trimmings, and an artistic flower design in gold on the cover. The soap, a cold cream complexion product, comes in the same shades and is cellophane wrapped and in each package are three cakes.

A new product of the American Girl Products is the Exotic Cream. This cream in two tones, a milky white and a natural, is a cleansing cream which also acts as a nourishing cream and a base for powder, according to Mrs. Andrée Carver, president of the company. The cream is packaged in a four ounce glass bottle with a black decorative plastic top.

### Two Dorothy Gray Rouges

Dorothy Gray, New York City, has recently added to the line two new shades of cream rouges.

The first, Dorothy Gray advises us, is Blush which matches the blush shade of compact rouge. This is a delicate wild rose pink particularly suitable for blondes but can be used to very good advantage by people with medium coloring and occasionally on certain types of sallow brunettes.

The second shade is called Flamingo and is a bright soft red rather more on the orange tone than the purple. It might be described as a geranium shade of red, which is a most popular color for Spring.





# Cascarilla and Its Essential Oil

*An Interesting Product and Its Uses*

*In the Perfumery Industry*

by H. Stanley Redgrove, B.Sc., A.I.C.

**T**O capture the taste of the scent-buying public, a perfume must possess charm, it must have a fascinating subtlety, above all it must be novel.

In their quest for novelty, perfumers have ransacked the whole vegetable kingdom seeking new essential oils of pleasing aroma, they have strained to the utmost the resources of synthetic chemistry in the production of new aromatic compounds. This is all to the good, whether one regards the matter from the point of view of the pleasure their products produce or from that of the incentive they have given to research in the domains of botany, horticulture, pure chemistry and chemical technology. Moreover, they have turned their attention to materials which cannot be described as hitherto unknown, but which, for one reason or another, have tended to be neglected.

The modern perfumer stands aghast at the enormous proportions of such materials as civet and musk which the perfumer of days long past used in his confections. Nevertheless, the modern perfumer makes excellent use of many substances whose odors would have shocked the noses of his predecessors, who, lacking the necessary technique, might have failed to discover their valuable potentialities.

Cascarilla oil, however, can hardly be placed in this latter category, since the odor of cascarilla has for long been highly appreciated. Nevertheless, until quite recently the oil has occupied a neglected position. Perhaps the correct explanation resides in its costliness. On the other hand, no material is too costly for inclusion in a really high-class perfume, and cascarilla oil is emphatically a material not to be employed in massive amounts.

Cascarilla itself is the dried bark of a small tree, *Croton Eluteria* Benn., a member of the Natural Order Euphorbiaceæ, indigenous to the Bahamas, and stated to grow also in Honduras. The bark has an agreeable, aromatic odor which becomes more manifest when it is allowed to burn slowly, it has a very bitter, somewhat aromatic taste, for which reason it is employed medicinally as an aromatic bitter. It is stated to contain the bitter crystalline principle cascarillin, as well as the crystalline alkaloids betaine and cascarilline.

Not infrequently, barks from other species of *Croton* are offered in place of the genuine bark or admixed with it. A microscopical examination will usually suffice to detect the fraud. The cork cells, in which minute crystals of cal-

cium oxalate are embedded, are somewhat characteristic, as are also the sclerenchymatous fibres and secretion cells of the bast. Sclerenchymatous cells, it

should be noted, are absent from the bark, this being an important feature of the drug. The odor, also, is very characteristic. Some little time ago, my opinion was asked concerning a parcel of alleged cascarilla bark, which another chemist had passed as genuine, but concerning which the importers entertained some doubts, as its appearance was not quite normal. The odor of this bark was quite distinct from that of genuine cascarilla, and the fumes obtained by burning the bark had a choking odor, very unlike the agreeable fragrance emitted on burning the latter. I had no hesitation in pronouncing the bark not to be genuine.

In addition to its medicinal use, cascarilla has for long been employed for perfuming tobacco and in the manufacture of fumigating preparations. For the first purpose, an alcoholic tincture of the bark is usually employed. Regarding the latter, Piesse writes in his *The Art of Perfumery* (Second Edition, London, 1856, p. 52), "The bark is used in the formation of Frangipanni Incense and also enters into the composition known as *Eau à Brûler*, for perfuming apartments. . . The bark alone of this plant (Cascarilla) is used by the manufacturing perfumer. . . Messrs. Herring and Co., some years ago, drew the oil of cascarilla, but it was only offered to the trade as a curiosity." He refers to a species growing in the Cape of Good Hope (*C. gratissimus*, Burch), with fragrant



Sample of Cascarilla, Courtesy S. B. Penick & Co.

leaves used by the natives as a perfume. Rimmel, in his delightful *Book of Perfumes*, also includes cascarilla amongst the raw materials of perfumery.

The importance of cascarilla as a constituent of fumigating pastilles of all sorts can hardly be over-estimated. It is almost an essential ingredient. The essential oil may be employed for this purpose, but where the bark itself can be used it is to be preferred on the ground of economy.

Cascarilla oil, obtained by distillation from the bark, which contains from 1 to 3 per cent of it, is a pale yellow liquid. Its physical constants are stated by Craveri (*Les Essences naturelles*, Paris, 1929) to lie within the following limits: specific gravity at 15° C., 0.900 to 0.925; optical rotation, +1° to +13°; refractive index, 1.491 to 1.496. An oil distilled by a well-known British firm was found to possess constants well within the above limits, as follows: specific gravity at 15.5° C., 0.9136; optical rotation 100 m/m, +5°.6; refractive index at 20° C., 1.4920.

The chemistry of cascarilla oil does not appear to have been fully investigated. According to a study of it undertaken some years ago by G. Fendler (*Arch. der Pharm.*, 1900, vol. 238, pp. 671-690), the main constituents are hydrocarbons, amounting to about 75.5 per cent in all. These were 1-limonene (8.8 per cent), cymene (13.2 per cent), an unidentified terpene (10.0 per cent) and two sesquiterpenes, one boiling at 255.7° C. (10.5 per cent) and one at 260.5° C. (33.0 per cent). The other constituents were a sesquiterpene alcohol (11.0 per cent) cascarillic acid—an unsaturated fatty acid of the oleic series, having the formula  $C_{10}H_{16}COOH$ —(2.0 per cent), traces of palmitic and stearic acids (0.1 per cent in all), eugenol plus traces of cresol (0.3 per cent in all), a high-boiling fraction containing an oxygenated substance or substances (10.0 per cent), and resin (1.1) per cent.

The odor of cascarilla oil is somewhat hot and spicy, with a well defined lemon-like background, the latter, no doubt, being due, in part at any rate, to the limonene present. It is very characteristic, distinctly agreeable, tenacious, but lacking in sweetness. Poucher describes it as "cinnamon-like" (*Perfumes, Cosmetics and Soaps*, Third Edition, vol. i, 1930, p. 87), whilst Burger (*Leitfaden der modernen Parfumerie*, 1930, p. 14) says that the odor of cascarilla oil recalls the odors of the oils of angelica and cardamoms. This divergence in description may well serve to illustrate the great need there is for some accurate method of recording the odors of aromatic materials. No doubt, too, over and above the difficulties created by the fact that language possesses no terms adequate for the description of olfactory sensations, the principle of relativity applies in the domain of smells as elsewhere in nature.

My own nose approves the description of the odor of cascarilla oil as recalling that of cardamom oil; but at the same time it should be said that the two odors are quite distinct, that of cascarilla oil being, in my opinion, the finer and more interesting of the two. The odor also vaguely suggests the odors of eucalyptus and of oil of nutmegs.

The odor of cascarilla, as might perhaps have been anticipated from the presence of eugenol in the oil, blends well with that of oil of cloves and kindred

odors, and the oil has been suggested for use as a fixative in perfumes of the origanum type. It also gives pleasing results when compounded with methyl-nonyl-acetaldehyde and in other combinations. I strongly incline to the opinion that traces of cascarilla oil are, at the present moment, being used with good effect by certain of the Parisian perfumers in their fascinating creations. At any rate, it is an oil whose utility is well worth investigation. If I may speak colloquially, I would say that it seems capable of giving a "kick" to certain compositions which is distinctly valuable from the point of view of enhancing their appeal.

## Survey of French Oils

WASHINGTON, March 14.—Only checking and tabulation of a multitude of facts prevented the Department of Commerce from issuing, in time for publication this month, the results of the first of its comprehensive essential oil surveys.

The initial report, which of necessity has been postponed for a few weeks, deals with France, thereby becoming the most all-embracing and at the same time the most complicated of the reports. In order to make it completely accurate and a complete record of the industry from a study of flower cultivation through manufacturing to prices and quantities available for marketing, the department has gone to numerous sources in addition to those at its command. The result of this work probably will comprise, even in condensed form, a booklet of several thousand words which should be of inestimable value to the industry.

Not only in France but throughout the world, about fifty countries in all, are facts being gathered for these studies and reports, and the conclusion of the work is expected to place at the disposal of the industry the most recent statistics concerning this large but constantly fluctuating business.

Meanwhile, the Department, through the Chemical Division, which also is handling this study, is pushing forward a retail trade survey of national scope concerning drug stores and all products handled in them, which, of course, largely affects perfumers and manufacturers of toilet goods and soaps.

St. Louis has been selected as the first key point in this study, because of numerous factors which make it an average large city embracing all phases of modern life.

None of the results of this survey have been tabulated, as such a study occupies months of co-operative work between agents of the department on the ground and associations of retailers, all working on schedules prepared far in advance.

Some of the results which may be expected, in due course, from this work, may possibly revise long-established merchandising ideas.

## Sales of Perfumery in South America

The Spanish perfumery industry is well developed but has been unable to retain its chief market in the South American countries. Perfumery exports from Spain during the period 1924-1928 declined about 60 per cent. The value of the 1928 exports was estimated at approximately 2,000,000 pesetas.



# Are Demonstrations on the Wane?

*Recent Action of Some Retail Outlets in Barring Manufacturers'*

*Representatives Suggests Further Study of Problem.*

*by Walter Mueller*

THE recent action of several of the large New York department stores in barring manufacturers' demonstrators and insisting that toilet goods sales be made by regular store employees has again brought to the fore the troublesome problem of the demonstrator and her function. A further study of the implications involved in the use of demonstrators and what they do and do not accomplish, while it may be disturbing to some houses, seems timely and useful when considering the present retail sales trend, especially among the larger outlets.

Mental astigmatism is common among business men. Symptomatic is the absence of a "long swing" view—lack of consideration of the ultimate effects of certain business policies. Evidence of this condition will be found in the sales strategy prevalent in many industries. Sales policies are developed that appear to be predicated exclusively upon the achievement of an immediate result. No heed is given to the ultimate consequences of the method by which that result is obtained.

Noteworthy among astigmatic sales policies are those which include demonstrations, a selling device employed in various industries, but more particularly in the toilet articles industry. Originally a legitimate means for showing the prospective buyer of a product how to use it, the demonstration has become exclusively a competitive weapon, one that gives every evidence of one day blowing up in the face of its user.

In the literature of selling and advertising there will be found numerous attacks on demonstrations; the defenses, however, are more conspicuous for their absence than for their presence. This peculiar situation may be due to the greater articulateness of the attackers. On the other hand, it may augur a weak case for the defense. Whatever the reason may be, the fact remains that demonstrations appear to be constantly on the defensive. Their persistence, however, indicates that they have dug themselves in well, successfully resisting all efforts to blast them out.

## The Legitimate Field for Demonstrators

A "long swing" view of demonstrations may very properly be preceded by the question: "Is there a legitimate place for this device today?" This was answered conclusively—and officially—at the 1924 convention of the American Manufacturers of Toilet Articles. At this meeting, Judge Nelson B. Gaskill, of the Federal Trade Commission, delivered an address entitled "Good and Bad Trade Practices." Despite its title, the address is conspicuous for being devoted almost exclusively to an exposition of trade practices that, as the speaker

pointed out, are bad, economically as well as ethically. Outstanding among the bad trade practices that he stressed were demonstrations. This singling out of demonstrations is particularly significant in the light of the speaker's membership in a governmental body whose function is the elimination of trade practices that it considers injurious to the public interest.

In reply to the specific question whether there was any justification for hidden demonstrators, Judge Gaskill answered emphatically and unequivocally: "None whatever."

Replying to a request for an opinion "on the open demonstration where the demonstrator is employed by the manu-

facturer and it is plainly stated to the consumers that such demonstrator is employed to exploit and sell the manufacturer's products," Judge Gaskill said: "There is a perfectly legitimate place beyond a doubt for the open demonstrator." But, he failed to state just where that place is. As a matter of fact, analysis of his subsequent remarks will show that he implied rather plainly that there is no such place.

"There should be an openly disclosed responsibility of the manufacturer for his demonstrators," he said, "where the article requires something in the nature of an exposition of method of treatment where the service of the demonstrator is necessary to properly present the merits or the methods of use. Where the hidden demonstrator is merely an agent for the pushing of something which does not require the exposition of methods in order to get proper results, then it seems to me that the method has been extended beyond its legitimate phase and has become merely a subsidized purchase of sales power."

Without attempting to put words in the speaker's mouth, his meaning is clear: where the use of a product is obvious to the prospective buyer there exists no legitimate reason for demonstrations, either hidden or open.

## In the Toilet Goods Field

The extent to which the use of toilet articles is evident was brought out by a member of the association who said:

"Our particular demonstrators, as they are called, come in your class of hidden demonstrators in that only a few articles which they sell require instructions for use. I think that is true of nearly all of our members. Such articles as perfume, toilet water, talcum powder, creams—there might be some need for giving instructions for creams—but on the whole I think it is safe to say that ninety per cent of the products sold by saleswomen who are demonstrators do not require any instructions for use." Unanimous



agreement with this statement may be inferred from the fact that it was not contradicted by any of the producers present at the meeting.

Stripping Judge Gaskill's remarks and the subsequent discussion down to their bare essentials, we find: (1) that if there is a legitimate place for demonstrations, it is in the cases of products whose use is not obvious; (2) that the producers admit that the use of practically all toilet articles is evident to the prospective buyer; (3) that Judge Gaskill implied that demonstrations have no place in selling products whose use is obvious. Therefore, there is no legitimate reason for either open or hidden demonstrators of toilet articles. Q. E. D.

Running like a red thread through Judge Gaskill's address is the thought that demonstrations of products like toilet articles, the use of which is obvious, are bad business, for the retailer as well as the producer. They tend to undermine the consumer's confidence in the retailer's impartial viewpoint as to the goods that he has to sell. They increase the producer's selling cost, an increase that inclines to become progressive since demonstrations, like discounts and rebates, whet the appetite for still further concessions.

#### Concealed Price Cutting

A highly important point that is sometimes—and possibly conveniently—lost sight of is that demonstrations constitute concealed price cutting by the producer. In making a demonstration, the producer assumes part of the retailer's function, thus reducing the latter's cost of doing business. Demonstrations are made only for certain stores. Hence we have price discrimination—different from quantity discounts—between the producer's distributors. This type of price discrimination may conceivably some day attract the unfavorable attention of the Federal Trade Commission. Also, it places the demonstrating producers who are in favor of price maintenance legislation in rather an untenable position, their practice failing to correspond with their preaching. Among the opponents of price maintenance are many retailers who are beneficiaries of the demonstrating system. Were they to be joined by what are in effect the victims of the system, the countless smaller retailers, the outlook for the passage of the Capper-Kelly bill or similar measures would be even gloomier than it already is.

Most producers of toilet articles endeavor to secure as wide a number of retail outlets for their products as possible. This is particularly true of producers who use national advertising as a medium for creating a demand for their products. To them, the utmost breadth of distribution is vital in order to secure the maximum return on their investment in advertising. No line is drawn between outlets in campaigning for distribution; one dealer looks much like any other. But, a very sharp distinction is made in co-operating with outlets by means of demonstrations and analogous devices. Instead of a policy based on the greatest good to the greatest number, we see one based on the greatest good to the smallest number. There may be a very definite relation between this policy of discrimination and the fact that while the number of retail drug stores greatly exceeds the number of department and dry goods stores, the larger percentage of toilet ar-

ticles is being sold by the latter group of outlets.

The retail druggist was the original distributor of toilet articles. Granted that he has proven himself a less skilful merchandiser than the department and dry goods store merchant. Still there can be no blinking the fact that, thanks to his numerical and geographical preponderance, he has enabled toilet articles to obtain a density of distribution that could not have been secured through the less numerous, but more catered-to, outlets. He appears to have been poorly rewarded.

Indications are accumulating, however, that the retail druggist is en route to a place in the sun. The voluntary chain movement is making rapid headway in the retail drug field. In addition to helping the druggist to become a better merchant, the voluntary chain is enabling him to secure advantages that have hitherto only accrued to department, dry goods, and chain stores. While the producer may not be called upon to conduct demonstrations for the members of voluntary drug store chains, he may find himself forced to concede them the same price advantages now enjoyed only by the beneficiaries of the demonstrating system.

An instructive "close up" of demonstrations will be found in Lawrence Campbell Lockley's recently published book, "Vertical Cooperative Advertising,"\* a study undertaken at the suggestion of, and in conjunction with, the Association of National Advertisers, Inc. The subject of the study is the subsidizing of the sales promotional efforts of the retailer by means of vertical co-operative advertising, or dealer co-operation as it is more commonly termed. The author states that the prevalence of this practice among manufacturers calls for a consideration not only of the desirability of this development of marketing strategy from the standpoint of the companies which use it, but also of its long-run economic soundness. The book makes its appearance at a time when the question of how to reduce their selling costs is uppermost in the minds of many manufacturers. It suggests not only a solution of that problem; what is more important to the manufacturer, it points out how demonstrations, advertising allowances, and other forms of dealer co-operation are tending to throw the control of distribution into the hands of the large retail groups. A perusal of this significant book will repay every manufacturer who is interested in getting a "long swing" view of certain marketing activities.

Summing up his conclusions regarding vertical co-operative advertising, Lockley says in part:

"Vertical co-operative advertising has become an urgent consideration in present marketing policies because of its increasing use, and because—with channels of distribution apparently undergoing a substantial modification—the practice seems to lead to far-reaching changes in the control of the marketing process.

"It has been found to be extensively used in promoting the sale of branded convenience goods products distributed widely through retailers. Originally used as a means of gaining dealer support and of maintaining existent channels of marketing for such products, this seemingly joint merchandising effort has come to be regarded by many retail organizations as

\* Published by McGraw-Hill Book Co., Inc., New York.

a means of securing disguised price concessions. The practice has frequently failed to secure the type of support the manufacturer has wanted for his product, and has been found to have several repercussions distinctly unfavorable for the manufacturer of merchandise distributed widely through general retailers. It appears to have caused a decrease in the volume of national advertising of such manufacturers, and, in general, to have increased their selling costs. Indeed, the practice, so far as this type of merchandise is concerned, seems most significant as a symptom of overcompetition and unduly expanded productive facilities, and is usually tantamount to a variation in a nominally one-price policy by the manufacturer. Since it is likely to fail in obtaining its objective, and since it leads to undesirable consequences to the manufacturer, vertical co-operative advertising is not recommended for merchandise distributed through general retailers and subject to direct competition from duplicative brands. A possible exception may be made for small manufacturers whose importance in the field is so slight that their adoption of the practice is not likely to lead to retaliatory measures on the part of competitors, and whose resources are inadequate to allow the use of enough national advertising to compete with the larger firms in the field for consumer preference. For such small companies, vertical co-operative advertising represents, sometimes, the only way of securing access to some parts of the market, and may be expedient, though its use should be regarded as temporary.

"A further exception to the recommendation of avoiding the practice may apply in the introduction of a new product. It may be a desirable way for the manufacturer of a new product to assume the necessary heavy initial introductory costs of marketing, so long as he is able to control allowances adequately in order to discontinue them when he has secured effective distribution for the new product."

A substantial, if not an immovable stumbling block lies in the way of the individual manufacturer who, when beginning demonstrations, feels that he can discard this device whenever he feels that the necessity for its employment no longer exists. This is the expectation fostered among retailers by the subsidizing of their sales promotional efforts that this practice is of a permanent nature. That expectation was revealed by the toilet goods buyer of a nationally-known department store at the 1930 convention of the National Retail Dry Goods Association. He suggested that manufacturers' demonstrators be replaced by salespeople specially trained by the stores to sell toilet articles. The salaries, which were to be sufficient to attract salespeople above the average, were likewise to be paid by the stores. He then went on to tell the source of the salaries. Whatever money the manufacturers saved by the replacement of their demonstrators was to revert to the stores either in the form of additional trade discounts or in the form of definite monthly cash allowances. This suggestion, however one may quarrel with it, must be admitted to be an entirely logical expression of the state of mind created by the manufacturers in assuming part of the retailer's functions.

That demonstrations are an unsatisfactory selling

device is freely admitted by many producers who conduct them. They have been for years the subject of much heated discussion at meetings of the American Manufacturers of Toilet Articles. But, like the weather, while much is said about them, nothing is ever done about them.\* That something should be done was made quite plain by Judge Gaskill when he said:

"The great value of a trade association carried into operation, made effective, means accomplishing just that result you want, government out of business, because in such a group as this you can assume your own responsibilities, and in such a meeting as this you can crystallize your ideals, you can get a group consciousness that would be impossible with individuals acting separately. You can take these practices apart and study them impersonally, analyze them and see what the result of them is going to be, and you, yourselves, can put into operation corrective agencies which will mould your businesses into what you want them to be. You, yourselves are the guiding and directive force, if you will assume the responsibility. This responsibility is something that cannot be dodged. It is not as though an individual can stand apart. He cannot. We are in constant contact with all of our fellows; we set up an agency to express the common ideals which we call government. If men out of their own consciences do not create the rules of conduct which go to make the movements of organized society harmonious and just, then that group consciousness creates that idea for itself and applies to its constituted agencies to make the idea effective."

In other words, if business men fail to voluntarily correct a practice that is regarded as being contrary to the public interest, pressure to make them do so will eventually be applied by governmental agencies.

\*A recent visit to eleven important department stores in New York showed most of the saleswomen at the toilet goods counters to be dressed in black. None of them, however, wore a demonstrator's badge.

### French Essential Oil Report

Exports of French essential oils and allied products to the United States during 1930 with few exceptions were valued at considerably less than during 1929. This was due almost entirely to the heavy fall in prices, as the aggregate volume of trade showed an increase. Demand for materials for soap-making was good, accounting for large increases in the shipments of geranium oil. Demand was poor throughout the year for such expensive oils as rose, tuberose, jasmin, and floral essences and concretes. A large increase in volume of enfleurage grease was noted, half of which was shipped in the month of December.—(Consul R. Honey, Nice).

### Protest Classification of Fichtennadelol

C. F. Wunderlich & Co., Inc., New York claim that fichtennadelol classified as a toilet preparation at 75 per cent ad valorem under paragraph 62, Tariff Act of 1922 should be dutiable as essential oil at 25 per cent under paragraph 50, protest 444065-G.

In T. D. 14734, Justice J. McClelland, in accordance with the amended report of the appraiser held the commodity in question dutiable as essential oil at 25 per cent under paragraph 59.

## Drug Trade Dinner a Success

SIX hundred members of the drug, chemical and allied trades met at the Commodore Hotel, New York, for dinner on March 12, the occasion being the Annual Get-Together Dinner of these trades under the auspices of the Drug, Chemical & Allied Trades Section of the New York Board of Trade, Inc. Following a reception of an hour, dinner was served and then P. C. Magnus, president of Magnus, Mabee & Reynard, Inc., and chairman of the section called the diners to order.

In a brief talk, Mr. Magnus pointed out the advantages of co-operation and friendly discussion of mutual problems through the board, closing with an optimistic statement regarding business conditions which brought prolonged applause. He introduced Dr. William Jay Schieffelin, president of the Druggists' Supply Corporation who in his usual gracious and facile manner acted as toastmaster.

The principal speaker of the evening was H. V. Kaltenborn, whose work as editor of the *Brooklyn Eagle* and as a radio speaker has made him familiar to a host of people throughout the country. Mr. Kaltenborn, after commenting briefly on current news events in the United States, discussed conditions in various foreign countries. It was his belief that lack of co-operation by the United States and particularly the exorbitant rates of the present tariff law had been at least partially responsible for the present depressed situation throughout the world. Speaking as a result of his first hand observations in Russia, Mr. Kaltenborn contended that the present regime there was successful and would continue, and he urged that America realize this fact and take advantage of the tremendous opportunity for trade with that country. He also commented briefly upon the question of allied debts and reparations.

He was followed by Senator Royal S. Copeland who

referred briefly to his position on some of the topics discussed by Mr. Kaltenborn closing with an appeal to the drug trade to continue its splendid record of excellence of the products which it manufactures. "Count" Ernesto Russo, a professional humorist, followed Senator Copeland. His talk was listened to with much amusement and was frequently punctuated with laughter and applause.

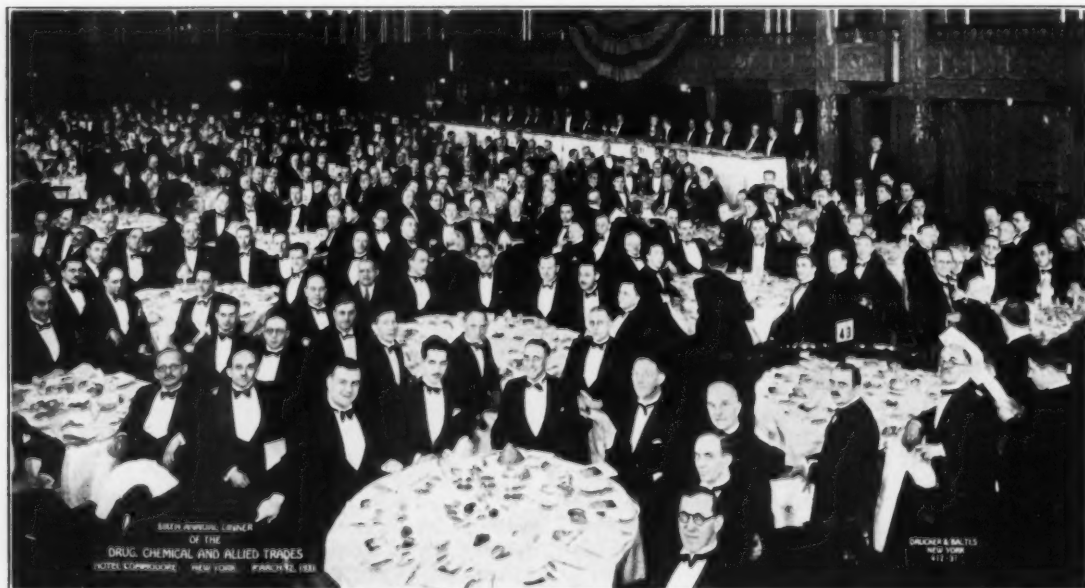
A feature of the dinner was the presence of numerous members of the trade from Philadelphia, Chicago and other out-of-town points including the presidents of the Chicago Drug & Chemical Association and of the Philadelphia Drug Exchange who were seated at the speakers' table.

## Sentenced for Counterfeiting

Judge Corio in a case heard at Mays Landing, N. J., has passed sentence upon several members of a gang which was engaged in the sale of counterfeit drugs and toilet articles. Each member of the gang was sentenced to three years' imprisonment but all were released on parole under condition that they report to the judge once each week during the next three years.

The men were prosecuted by Robert McAllister, assisted by S. Friend after their arrest on December 13 of last year. They were Max Barnett, convicted of selling counterfeit Helena Rubinstein products; Paul Lustgarten and Lawrence Aarons, convicted of counterfeiting and manufacturing counterfeit Carter's Little Liver Pills and Krusen salts; Abe Zager, convicted of financing the other defendants and Paul Budin, convicted of printing some of the counterfeit labels.

The remarkable speed with which the convictions were secured and the men sentenced to long terms indicates that New Jersey may have a way of cleaning up counterfeiting which other states would do well to copy.





## The British Industries Fair

By Arthur Hewson

LET me say at the start that our American friends must not grudge us English folk an occasional beat of our industrial drum, for as all the world knows, we are not habitually prone to shout about the merits of our commercial achievements to the rest of the world, still it is a fact that at the moment we are making a strenuous endeavor to prove to the world that we are not so deficient in the art of boosting our own manufactures. So now we are making the effort in many ways, not the least one being the occasion of our annual British Industries Fair, which has recently been held at Olympia in London, where a remarkable display of our talents has been on view and in which we have not been afraid to challenge comparisons with all our rivals.

By the way, I should first mention that the Fair itself has completely outgrown its original proportions, for not only has the Department of Overseas Trade, under whose auspices the Fair is annually held, found it necessary to move the sphere of its former operations from the White City to the much enlarged Olympia building, but the ever growing increase in exhibits has been responsible for showing the section devoted to linen textiles at the White City, which formerly housed the whole of the Fair itself, so that it is plain that much progress has already been made.

However it is the chemical section, of course, in which our readers are directly interested, and the exhibits therein were still to be found at Olympia, and where a large concourse of interested spectators foregathered in order to gaze upon and marvel at the many wonders to be seen in that section.

To commence with it should be observed that the chemical display was, as usual, under the direct auspices of the Association of British Chemical Manufacturers, who were responsible for a useful inquiry and information bureau which was thoroughly well stocked with literature in the shape of pamphlets and other matter dealing with chemistry in all its forms and, in particular, in the subject of chemical research.

Soap and perfumery naturally formed an important

feature of the chemical display, and prominently to be noted was that of *T. F. Bristowe & Co., Ltd.*, whose slogan was the very forceful one of, "make beauty a duty," and I should think that any daughter of Eve—and there were plenty of those in evidence at the Fair, who made a trial of the "Devonshire Violets" perfumery manufactured by the above firm should find the duty to be rather a pleasure.

Now our readers may, or may not be aware, that in London and the South of England in general, the City of Manchester is somewhat of a by-word for all that is unpleasant, so that no Londoner would be likely to admit that any good thing can come out of "Cottonopolis," as it is generally termed, let alone anything in which the purpose of feminine beautifying is concerned.

Still as a challenge to pre-conceived ideas on this subject stood the display of *Cussons, Sons & Co., Ltd.*, who are prominent soap manufacturers in that much maligned city, and who showed many attractive lines of soap and perfumery, in particular their poetically styled "Mists of the Moon" preparations, also their "Kervalli," "Maydew" and other well packed lines which were intriguing enough to tempt any fair purchaser.

Again Manchester stepped out, for another native firm of manufacturers viz: *Charles Midgley, Ltd.*, had not forgotten to bring along their famous Easter "eggs," which, of course, are not for edible but for cleansing purposes, being a popular line of toilet soap in varying perfumes and enclosed in an egg cup complete, which, I suspect is an artful suggestion of a nature to attract the younger generation and to instill the idea of cleanliness by means of a pleasant piece of deception. And Midgleys even carry out such pleasantry further, for they now provide "books" of which the ingredients are not paper and print but soap: these were displayed in sets, but I imagine that their ultimate place will not be on the shelves, nor will they command a future market as first editions.

And once more, Manchester had pride of place, for *Hope's Soaps, Ltd.*, also of that much maligned city, strongly featured their various lines of toilet and shaving soaps all of which were done up in the



TWO DISPLAYS AT BRITISH INDUSTRIES FAIR

now prevailing transparent cellophane packing. A prominent exhibit here was the "365 day" shaving stick, an idea which has much to commend it, especially in the case of those careless males who are apt to run out of this commodity quite frequently.

Next I must mention names that will be quite old friends to our readers, for aloof from its competitors and in direct companionship with its fellow industrials in the Section devoted to the Dominion of Canada was to be seen a small but very effective display of *Colgate-Palmolive-Peet, Ltd.*, of that country, and this consisted entirely of a solid background of those well known green wrapped packs of the soap which we are repeatedly assured helps to preserve that school-girl complexion, as well as the shaving cream that is at the service of mere man.

In the nationality of perfumes lavender undoubtedly stands for England, and the "Old Cottage" lavender of *J. Grossmith & Son, Ltd.*, is described by that firm as the very spirit of old world charm and romance, a statement it seems only reasonable to accept. In any case this firm have long been noted for their lavender perfumes in soaps, creams, powders, etc., and the extremely decorative character of the exhibit was sufficient proof, if that were needed, of the above fact.

We really must return to Manchester again, for the next on my rounds was the display of *F. C. Calvert & Co., Ltd.*, a name that is traditional in the world of carbolic preparations. The word carbolic itself has normally not a pleasing sound, associated as it is with the sick room or the hospital, but in the case of Calvert's, whether it be ordinary toilet soap, shaving soap, shampoo soap or what not, you can rely on a product that will be quite beneficial to the skin and yet enjoy the fragrance which conceals the "sanitary" flavor which is usually associated with soaps of this kind.

An extremely varied display was put up by the *Philo-San Co., Ltd.*, who exhibited toilet soaps, medical skin soaps, creams, powders, bath salts, essences, perfumes, dyes, not omitting such a humble line as carpet soap. Such an array should be a veritable stand-by in case of spring cleaning emergencies such as are now foreshadowed by the active housewife.

The name of *Scrub & Co., Ltd.*, in this country is inevitably associated with ammonia and preparations thereof, so it was not surprising to find that they strongly featured an antiseptic soap of which it is claimed to be good for health and not harmful to the complexion.

Mention should be made of the goods offered by the *County Perfumery Co., Ltd.*, who strongly recommended their "Brylecreem," a natural dressing and fixative guaranteed to keep the most unruly hair in the right path. Considerations of space must be responsible for mention of only a few of the leading exhibitors in the position of supplying the raw materials for soap and perfumery, however I will just content myself with referring to one or two well known names.

Naturally *Imperial Chemical Industries, Ltd.*, occupied a prominent position and being better known to the general body of the public who were let loose into the Fair after the hours when the man of business might be presumed to have had enough, commanded the chief attention of the lay mind, particu-

larly as the I. C. I. had provided a free cinema show representing some varying aspects of its multitudinous activities, the picture being changed every few minutes or so.

Also the fact that two huge jars, the one containing a supply of vanillin and the other of coumarin, flanked the portals of the exhibit in the care of *W. J. Bush & Co., Ltd.*, was quite sufficient for the experienced chemist to know that the name of that firm was practically synonymous with products such as amyl cinnamic aldehyde or phenyl ethyl alcohol, to mention merely one or two of Messrs. Bush's lengthy list.

Altogether, the soap and perfumery exhibits at the British Industries Fair may be considered to have been well up to, and in some instances to surpass, all previous displays of that nature.

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### When King Edward Powdered His Nose

*Special Correspondence*

Many racy stories and intimate recollections of famous personalities are to be found in "Edwardian Hey-Days," by Major George Cornwallis West, the husband of Mrs. Patrick Campbell and former husband of Lady Randolph Churchill. Major Cornwallis West enjoyed the friendship of King Edward VII., and among his most amusing memories is a train journey a few months after the death of Queen Victoria.

"It was a very hot afternoon," he writes, "and we were all perspiring freely; and one lady as we neared London produced some 'papiers poudres' and began to whiten her nose and generally clean up her face.

"The King asked her what she was using, and, on being shown, took two leaves himself and proceeded to powder his nose. The result was comic, but was duly rectified before he stepped out of the train at Euston."

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### Protest Duty on Perfumery Bottles

Small containers of fanciful shape, composed of blown and decorated glass were classified at 75 per cent ad valorem under paragraph 62, Tariff Act of 1922. In protest 441129-G, the New York Merchandise Co., Inc., New York, claimed them dutiable at 55 per cent under paragraph 218.

In accordance with the amended report of the appraiser and on the authority of *Borgfeldt v. United States* (T. D. 43629) Justice J. McClelland, in T. D. 14928, held the containers in question dutiable at 55 per cent under paragraph 218. Abstract 10721 was noted.

Samuel Shapiro & Co., Baltimore, in protests 271114-G, etc., made a similar claim, which in T. D. 14930 was upheld for same reasons.

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### Liquidamber Exports to the United States from Honduras

Liquidamber appeared in the 1930 exports from Honduras to the United States for the first time in several years. The product is collected in small quantities from the natives and shipped to New York by an individual in Tegucigalpa.—(*Vice-Consul R. A. Acly, Tegucigalpa*).





A. W. Peet has been elected chairman of the board of directors of the Colgate-Palmolive-Peet Company, Chicago. Mr. Peet succeeds the late Sidney M. Colgate. C. L. Frederick, general domestic sales manager and Sydney Kirkman, president of Kirkman & Son, were elected directors. S. Bayard Colgate, recently admitted to special partnership in the firm of Spencer, Trask & Co., New York, retired as vice-president, but remains as director. Other officers and directors were re-elected.

\* \* \* \*

Golden Peacock, Inc., Paris, Tenn., has advised us of the appointment of Robert P. Gust Co., to have charge of the marketing of Golden Peacock "Bleach Creme" on the Pacific Coast. Initial efforts are being centered around Los Angeles where an intensive radio campaign supplemented by magazine advertising is now under way.

The company also advises us of the appointment of C. J. Ezell as sales manager and Mitchum E. Warren as advertising manager. Both men have assumed active charge of their departments and are located at the home office of the company in Paris, Tenn.

\* \* \* \*

Johnson Wholesale Perfume Co., Inc., Waterbury, Conn., has plans for the addition of 2 more floors to its plant, which will virtually double the size of manufacturing space. This is being planned to take care of the rapid growth of the company's distribution. Ada Saxe has been elected secretary of the company, Rose Johnson vice-president and Louis Johnson a director.

Abe Johnson, president and treasurer, with Mrs. Johnson, sailed on the *Morro Castle*, March 14 for a ten-day vacation in Cuba returning on the same ship about March 26.

\* \* \* \*

Beauty Products, Inc., New York City, a new corporation, has purchased the business known as Miner's cosmetic and theatrical make-up business and will continue its operation. The purchase includes all assets and good-will. The officers of the new company are: president, H. C. Rendler, formerly New York manager of the Owl Drug Co. and recently with Elmo, Inc. of Philadelphia; treasurer, Marvin E. Gregory, for many years treasurer of the Mennen Co. and secretary, George I. Hackenberger who succeeds his father in the management of the Miner business. The director in charge of sales for Beauty Products, Inc. will be William G. Rightor, well known for his former sales connections with Coty and Fioret. Beauty Products, Inc. plans to acquire two other companies in the near future.

Mlle. Gabrielle Chanel, well-known Parisian couturière, arrived in New York on the *Europa* March 4th upon the invitation of Samuel Goldwyn to discuss the possibilities of a contract with the movie magnate to introduce her fashions through the films. Although a visit to Hollywood and a conference with Mr. Goldwyn in regard to fashions were her chief concern, she had various comments to make on perfumes for which she is equally well noted. Questioned in regard to her attitude towards floral odors, she said, "Real



Mlle. GABRIELLE CHANEL

perfume is mysterious, but the perfume which many women use is not mysterious. Women are not flowers. Why should they want to smell like flowers? I like roses and the smell of the rose is very beautiful, but I do not want a woman to smell like a rose." In regard to perfumes for the future, Mlle. Chanel has devised a new odor which she calls 1940. Its scent is pleasing, but its chief interest lies in being colored.

"Perfumes up to now," she states, "have ranged from white to golden brown. My 1940 is colored red, blue and beige. The reason for this is that our passion for matching and ensembling costumes should by 1940 have reached the point where we will require perfumes to match the color of our costumes."

Mlle. Chanel, whose perfumes are handled in this country by Chanel, Inc., New York City, left for Hollywood March 13th. If, after looking over the ground, a mutual agreement can be reached in regard to the designing of fashions for the screen, she will return to Paris where she will create and design gowns six months ahead for the actresses in Mr. Goldwyn's pictures. The sketches will be sent from Paris and her fitters in Hollywood will make the gowns.

\* \* \* \*

Gene Pierre, Inc., Los Angeles, Calif., has taken over the business formerly conducted in that city under the name Charles S. Arnold, Inc. The company is manufacturing a general line of cosmetics, the principal product being a bath salt sold under the registered trade mark "Bath-O-Violet." A. E. Witt is president and general manager of Gene Pierre, Inc., with E. A. Hiller as vice-president and J. A. Seiner secretary and treasurer.

The death of R. T. Mott of the Brooklyn Office of the Phoenix-Hermetic Co., which occurred on the twenty-sixth of February, marks the passing of one of the metal cap industry's best. Mr. Mott's death followed a long illness.

In July, 1899, Mr. Mott joined the old Phoenix Cap Co., of Brooklyn. He served in various office capacities, from book-keeper to secretary, which position he held up to the time of the Phoenix Cap Co., consolidation with the Hermetic Closure Co., of Chicago in 1911. He then resigned and formed a partnership with P. C. (Pat) Doyle under the name of Doyle and Mott. They acted as selling agents for the American Metal Cap Co., Some time later, Mr. Mott joined the Alexapopa Mfg. Co. Following this, he joined the staff of the Metal Lithographing Co.



THE LATE R. T. MOTT

In the early part of 1918, Mr. Mott again connected with the Phoenix-Hermetic Co., as a salesman for lithographing work. In 1920 he assumed charge of sales in the Brooklyn Division and witnessed the result of efforts to build up a strong selling organization, and though persistent illness has prevented his being as active, he never seemed to quite lose contact with the business to which he had contributed so much.

Speaking of his career a Phoenix-Hermetic executive writes: "Strange to say, Mr. Mott was not mechanically inclined. A wheelbarrow was, so to speak, a complicated piece of machinery to him. However, he did invent a cap. He was brainy . . . a *thinker*; and, with men who could follow him, he could work at his best and accomplish things. He was analytical . . . reduced things to facts and always kept them understandable. His letters were always direct and to the point.

"He was cool and deliberate, yet always reasonable. He never became loud or inconsistent, yet no one attempted to take advantage of this. He did not give discouragement to a new idea without considering it. He was easy to work with. He was himself, however, never radical or spectacular in things he suggested in the way of changes or new ideas. He was unassuming. As one who knew him best expresses it 'He never jumped off Brooklyn Bridge to attract attention.'

"Because Mr. Mott was never an extremist . . . never attracted much attention, because he was not sensational, but always keen, alert, capable and quiet, he contributed much that will be remembered for itself rather than from whom it came."

\* \* \* \*

The Lehn & Fink Products Company, New York, plans an advertising campaign, using newspapers in Kansas and Missouri, to introduce a new personal antiseptic, known as Formula L-F. The United States Advertising Corporation, Toledo, will direct this advertising.

Fred S. Rogers of McMonagle & Rogers, Middletown, N. Y., and for many years prominent in the Flavoring Extract Manufacturers' Association, has been elected a director of the First Merchants National Bank & Trust Co., of Middletown. In addition to his business activities in Middletown, Mr. Rogers is a director of the United Mutual Fire Insurance Co., of Boston, the United Drug Co., of Boston, and Drug Merchants of America, New York. He is treasurer of the Broadway Ginger Ale Corp. of New York, a trustee of the Albany College of Pharmacy, past president of the New York Pharmaceutical Association, member of the New Jersey Pharmaceutical Association and of the Drug & Chemical Club of New York. He also belongs to the Middletown Club, the Junior Order of United American Mechanics, Middletown Lodge B.P.O.E. and Hoffman Lodge F. & A. M. of Middletown. He was recently appointed a member of the Alcohol Advisory Committee of the Bureau of Industrial Alcohol.

\* \* \* \*

Hermanos Muyale, prominent manufacturers of soaps and perfumes in Venezuela, have advised us that they have moved to new and greatly enlarged quarters in order to improve the service which they have been giving their many customers. The new address is Tracabordo a Puente Yanez, No. 155, Caracas, Venezuela. The company was formerly located in the city of Coro in the state of Falcon.

\* \* \* \*

The Mountain States Brush Manufacturing Corporation, Wichita, Kansas, will be the exclusive local representative for the industrial products of the Colgate-Palmolive-Peet Co., as a result of negotiations completed February 25th by W. S. Reed, Kansas City, territorial manager for the Colgate company and M. A. Zelinkoff, president of the Mountain States firm. E. R. Robertson will make his headquarters in Wichita as local representative.

\* \* \* \*

C. W. Beggs, a pioneer in proprietary medicine, and toilet preparations passed away at his home in Plainfield, Ill., on March 1st, at the age of 91. Mr. Beggs together with E. C. Dewitt formed the firm of Beggs & Dewitt, about 50 years ago. Later, that firm became Beggs Mfg. Co. with C. W. Beggs as president. About 1900 he sold out his interests in that business and with his sons started the corporation of C. W. Beggs Sons & Co. in the manufacture of proprietaries. This business later became largely cosmetics.



THE LATE C. W. BEGGS

He retired from active business about 1924 and has since that time resided at his home town, Plainfield, Ill.

Mr. Beggs had a long successful career and will be long remembered by the trade. He leaves a widow, Frances M. Beggs, and two sons C. W. Beggs, Jr., and S. J. Beggs and one daughter, Mrs. R. J. Neef, all of Chicago.

So successful has radio broadcasting proven as a means of commercial advertising that McCormick & Co., Baltimore, have arranged programs to be broadcast every Tuesday evening at 8:30 over station WBAL. A feature of this hour will be Miss Mabel Garrison, formerly of the Metropolitan Opera Company and a well-known concert singer. Felice Iula will direct the McCormick ensemble. The musical selections have been carefully made and Miss Garrison presents a well-rounded program including many of the old favorites that won her great popularity on Victor records.

McCormick & Co. are importers, grinders and packers of teas, spices and extracts which enjoy a wide distribution throughout the United States.

\* \* \* \*

Maxine Cosmetic Corporation has been organized by Louis M. Wershow to manufacture cosmetics and novelties under the brand name of "Maxine's Milk Maid" for the chain store and department store trade. The office and factory are located at 100 Bleecker street, New York. Mr. Wershow who has had many years of experience in the manufacture of cosmetics and novelties is president and general manager of the new company.

\* \* \* \*

A new merchandising service has been put into effect by the Colgate-Palmolive-Peet Co., Chicago, F. G. Johnson, general field supervisor of the Coast division of Berkeley, Cal., announced recently.

"In Spokane and the Inland Empire, G. H. Wilbur is in charge of the new service," said Mr. Johnson. "We purchased our truck equipment for this territory locally and Mr. Wilbur has been assigned the task of assisting merchants increase their business and profits."

\* \* \* \*

Francois Coty, who the latter part of 1929, severed his connection with the Coty organization to devote his entire time to his Paris newspapers, has been elected president of Coty, S. A., Paris, and will resume his active interest in the development and affairs of the company. Members of the board of directors are Messrs. Dubois, André, Levy, Scanlan, Greilsamer, Morhange, Richardson and Roland Coty, son of Francois Coty.

Ever since the origin of the first Coty perfume, La Rose Jacqueminot de Coty, back in 1902, Mr. Coty's idea has been to develop his products on a quality basis, and in furthering this idea he had expanded the business so that today all of the bottles, boxes or metal cases that contain the perfumes, powders and toilet waters are made in the company's own establishment.

\* \* \* \*

Secrets, Inc., is the new name of the perfume and toilet preparations company formerly operated as Munks Laboratories at Ottawa, Ill.

& Essential Oil Review

Frederick Stearns, II, the fourth generation of the Frederick Stearns family, has just entered the pharmaceutical manufacturing institution of Frederick Stearns & Co., which his great grandfather, the original Frederick Stearns, founded in Detroit seventy-six years ago.

Starting in the business at the bottom to learn it from the ground up like his great grandfather, his grandfather, and his father have done before him, this young man of 19 is now working in the manufacturing department on the 8 to 5 shift. He intends to familiarize himself thoroughly with every angle of the business and has assured his father, Frederick S. Stearns, president and general manager of the company, that he is prepared to remain in over-



FREDERICK STEARNS II

alls until he has acquired an intimate knowledge of all the details of the business.

"It is no cinch, but I like it," he said during his third morning on the job. "I am like my great grandfather, I would rather work than go to college. There is plenty to learn here. And it is mighty interesting, too. I certainly do enjoy seeing the wheels of machines going around."

Frederick Stearns II is also a grandson of the late Joseph Boyer who founded the Burroughs Adding Machine Company. He sold automobiles and flew airplanes during his vacations, but decided that the family business was his choice after all.

\* \* \* \*

Essential Laboratories, has been established at 5214-16 Atlantic avenue, Los Angeles by Dr. Von Keim, who for eight years was a medical examiner in Los Angeles. The new company will manufacture perfumes, cosmetics, hand soaps, lotions, etc.

The building occupied has just been completed by D. U. Meyers and E. J. Grimwood on their property on Atlantic avenue. Though not at first planned for a factory site, Dr. Von Keim considers it an ideal location and very suitable for housing the Essential Laboratories. He has consequently taken a long lease.

\* \* \* \*

At the annual meeting of stockholders of Helena Rubinstein, Inc., New York City, John M. Hancock of Lehman Bros., and William T. Phillips were elected directors of the company. Mr. Hancock and Mr. Phillips succeed Robert L. Pond and A. J. Burke.

\* \* \* \*

Percy E. FitzGerald, well known in the toilet goods field for the past ten years, now represents Guy T. Gibson, Inc., New York, in the southwest, far west and Pacific coast. After his initial trip throughout his territory, Mr. FitzGerald spent a week in New York recently, conferring with Mr. Gibson relative to sales plans for the coming year.



FRANCOIS COTY

March, 1931

27

Jolie, Inc., New York, has recently enlarged its showrooms and office space at 116 West 14th street, where it has occupied the entire fourth floor for the last few years.

Mrs. O. Grayce Sturtridge, secretary and treasurer of the company, directs the sales of the Jolie products which are "LaFee" and "Follies" toiletries. The sales personnel is composed entirely of women all of whom are experienced demonstrators. This policy allows the company's representative to remain in the store and personally demonstrate the products after an order is completed—a plan which has resulted in a steady yearly growth for this progressive house.

Mrs. Sturtridge travels extensively supervising the distribution, sales and demonstrations of the company. The LaFee line has recently been repackaged and two new items added.

\* \* \* \*

M. St. Alphonse, secretary and treasurer of W. J. Bush & Co., (Canada) Ltd., was in New York recently on a business trip. He advises that C. F. Breeze has been elected a director of the Canadian company.

\* \* \* \*

Meyer H. Stanley, treasurer and general manager of the Stanley Manufacturing Co., Dayton, Ohio, sailed on the *Aquitania*, March 19, for a month's business and pleasure trip to London and Paris. The trip is being made on behalf of the Univis Lens Co. of Dayton, controlled by his father, N. M. Stanley who is in Florida recovering from an operation. Mr. Stanley is accompanied by George Trautman of Columbus with whom he plans to play golf at the famous St. Andrews course in Scotland.

\* \* \* \*

A new contributor to our pages this month but one who needs scarcely any introduction to those in the toilet preparations industry is Donald S. Cowling, director of sales for Lucien Lelong, Inc., New York. Mr. Cowling has had experience in toilet preparations sales which can be equaled by few in the industry and that he knows the industry and the methods by which sales can be made and sustained goes without saying.

In addition, he is a facile and entertaining writer, knowing what he wants to say and how it should be said. His experience of several years as editor of our neighbor, *Toilet Requisites*, has given him the editorial viewpoint. We can think of nothing better for those who are looking on the toilet goods field as an arena for future business activities than to read Mr. Cowling's article in this issue.

\* \* \* \*

Beginning Sunday, March 8, Coty, Inc., started a new series of broadcasting programs, featuring Irene Bordoni as the "Coty Playgirl." The series which will go out over the Columbia Broadcasting System will continue for 52 weeks and will consist of dramatic sketches.

We are pleased to advise our readers of an addition to our list of Contributing Editors. We believe that the appointment of Dr. Harvey A. Seil, New York City, will increase the service which we can give to the essential oil trade and to manufacturers of finished products into which essential oils enter.

Dr. Seil secured his Ph.D. degree from Columbia University in 1906 after specializing in organic chemistry under Dr. Marston T. Bogert. During the Summer of 1906, he taught Summer School at Columbia, and in the Autumn accepted a position as chemist with the G. F. Harvey Co., manufacturers of pharmaceuticals at Saratoga Springs.



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DR. HARVEY A. SEIL

He enjoys the distinction of being the first chemist appointed by the government under the

Federal Food and Drugs Act, and in May, 1907, he assumed his duties in Washington as Food and Drug Inspection Chemist. After a year in the drug laboratory in Washington, he came to New York where he had charge of the drug laboratory at that port. His duties included the inspection and analysis of crude drugs, organic pharmaceuticals, finished preparations, essential oils and aromatic chemicals offered for importation, as well as the analysis of samples in interstate commerce. He appeared for the government as expert witness in numerous cases, not only under the jurisdiction of the Department of Agriculture, but also for the Post Office Department in fraud order cases, for the Treasury Department in customs cases, and had charge of the analysis of all drugs going to the Panama Canal, then in course of construction. He also acted as a member of the Publications Committee of the Department of Agriculture.

Leaving the government service in 1914, Dr. Seil joined the Standard Chemical Co., manufacturers of radium preparations and other pharmaceuticals in Pittsburgh, where he had charge of the organic and chemo-therapeutic laboratory, doing work on organic chemistry, foods and vanadium therapy.

In 1917 he joined the Youngstown Chemical Co., Youngstown, Ohio, as organic chemist, working on that company's line of fine chemicals. Returning to New York in 1920, he organized a consulting laboratory under the name of Seil, Putt & Rusby, Inc., and during the last ten years has done much work on foods, drugs, pharmaceuticals, organic chemicals, and especially on essential oils and aromatic products.

Dr. Seil is well known throughout the essential oil, aromatic chemical and toilet preparation industries, and we are indeed pleased to announce his addition to our staff.

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Matthew S. Sloan, president of the Brooklyn Edison Company, has been elected a director of the Continental Can Company, New York City.



DONALD S. COWLING



The Celma Co., of Toledo, Ohio, for years manufacturer of loose powder vanity cases, has prepared an aggressive sales campaign on their "Marie Barlow" cosmetic line. A complete reorganization of The Celma Co., includes refinancing and the appointment of William Bonyun as vice-president and sales manager with a substantial financial interest in the company.

Mr. Bonyun was connected with the company from 1922 to 1927 and was sales manager in 1926 and 1927. It was under his direction and supervision that the "Marie Barlow" line was first prepared for the market and Mr. Bonyun now plans to develop this line in an aggressive way. "Marie Barlow" rouge and powder are being actively promoted through the line of vanity cases being sold by The Celma Co., and a direct sales promotion of a new and unique cosmetic under the same label has been prepared and will be launched in the next few weeks.



WILLIAM BONYUN

This company pioneered the sale of loose powder vanity cases in the United States as early as 1922 and owns the copyrighted word "Loospect" which according to the terms of the copyright can be applied only to vanity cases carrying the Celma name and containing the patented flexible celluloid loose powder disk which is a feature of the vanity case. In 1926, after successfully marketing loose powder vanity cases for four years, it realized the advisability of offering a complete line of cosmetics using the many contacts, established through the sales of vanity cases. It therefore purchased the name and line, "Marie Barlow" and developed the line under that designation.

\* \* \* \*

G. E. Bacorn, president of the Bacorn Co., Elmira, N. Y., was a New York visitor during the first week in March. With Mrs. Bacorn he spent several days in the city checking up on the markets for various essential oils and other raw materials in which he is interested and calling on his many friends in the trade. Mr. Bacorn is known as a shrewd buyer of essential oils and when he checks the market, other consumers would do well to follow his example.

\* \* \* \*

Following his recent connection with Stanco, Inc., New York, and Daggett & Ramsdell, Inc., its subsidiary, Val A. Schmitz has been appointed general advertising director for these companies. Mr. Schmitz was formerly connected with McCann-Erickson, Inc., New York, advertising agents, where he had charge of the Stanco account.

E. B. Loveland will continue as advertising manager of Stanco, Inc., and A. J. Millard as assistant advertising manager. Both have been connected with the company for several years.

On February 16, B. E. Levy, chairman of the board of Coty, Inc., New York City, gave a dinner to the sales force of the organization in the ballroom of the company's building at 423 West 55th street. The occasion was the celebration of the twentieth anniversary of Harold Egan joining the Coty company. Mr. Egan became an employee of Coty, Inc. twenty years ago as an office boy, and since that time he has risen to the position of assistant salesmanager in charge of New York City. Following the dinner was an entertainment which was enjoyed by all of the sales employees.

\* \* \* \*

A need for costume and cosmetic coordination was the center of interest at the fashion show held at the Fifth avenue establishment of Dorothy Gray in New York City on February 25th. Color was the focal point and in an animated discussion Miss Irene Parrott, of the Dorothy Gray staff, explained how costume colors cast their complementary hues upon the complexion and hair, bringing out good points if well chosen, but accentuating bad coloring and contours when unwisely worn.

Miss Parrott left March 14th upon an extended trip throughout the country. At the stores in the various cities she will visit, she will present the Dorothy Gray cosmetics in connection with a fashion show similar to that held at the Dorothy Gray offices in New York.

\* \* \* \*

Mrs. Ruth D. Maurer, manufacturer of the Rudemar line of cosmetics, has opened a new school of beauty culture at the offices of the company, 17 West 46th street, New York City, with a branch in Chicago. The school is run like a beauty shop, every phase of beauty culture from the actual practice of beauty building to the management of the entire shop being taught

and lived, and is the result of years of planning and research on the part of Mrs. Maurer.



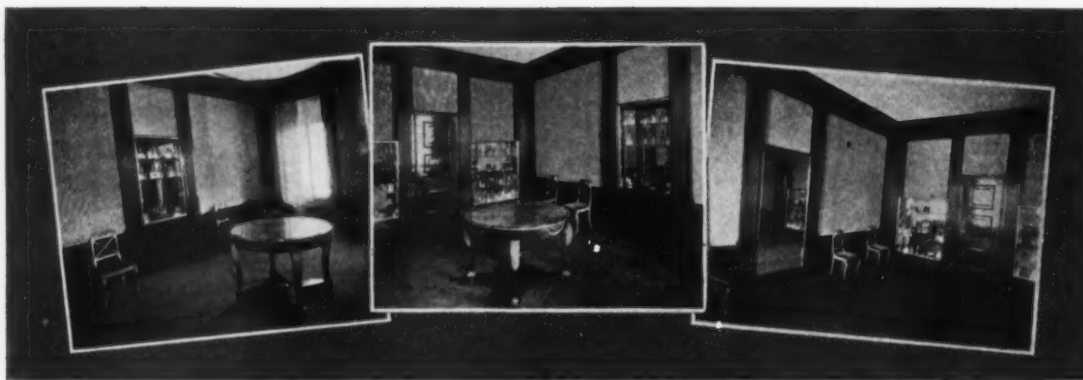
RUTH D. MAURER

The curriculum of the school consists of the Rudemar method of facial treatments, the Ernest system of hair-dressing and La Gerardine system of wave culture, as well as courses in sanitation, the appointment desk, reception room, the budget, the display counters, windows, advertising and merchandising. The facial treat-

ments are under the direction of Mme. Auralea, who has long been associated with Mrs. Maurer; and the hairdressing by B. Ernest, but the classes of the entire school are under the direct supervision of Mrs. Maurer.

Upon the completion of this course of study students should possess the knowledge necessary for them to successfully write the examinations required in any of the states in the Union.

Very shortly Mrs. Maurer will have ready for distribution her new book, a handbook of beauty culture which will be of inestimable value to her students as well as all beauty operators.



Completely Parisian is the new Jean Patou display room in the Hecksher Building, in New York City. From the Nile green moire silk of the walls to the perfumes in the display cases, everything is direct from Paris. Even French workmen were brought over to assemble the room, which, designed by L. Sue, a noted Paris decorator, had been prepared abroad. Complementing the Nile green background of the draperies and walls and the heavy oak panelling is the period furniture of the Restoration. Chairs of dark brown oak with green upholstering, a massive table

with black and white marble top, lend dignity and charm to this well-appointed room.

At either side of the entrance are show cases containing the attractively packaged and bottled products of the Jean Patou line. At one side of the room is another show case also containing perfumes, and an automatic demonstration of the ease of using the new Patou lipstick. Directly opposite this display is a long mirror between the heavy oak panelling which reflects a part of the room giving the appearance of greater expanse.

Hilon H. Sawyer was the guest of honor at a dinner given by Givaudan-Delawanna, Inc., in commemoration of his seventy-fourth birthday, at the Washington Restaurant in Newark, N. J., on Wednesday, March 11. Mr. Sawyer's long contact with the essential oil industry has made him well known throughout the trade.

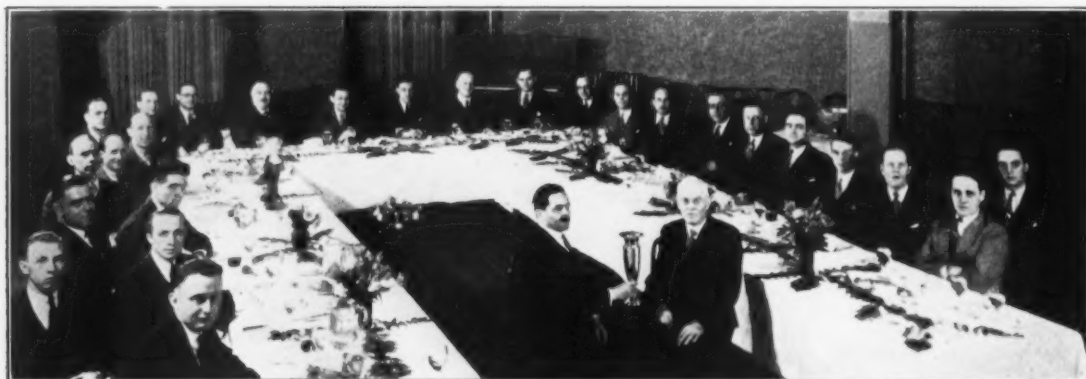
Dr. Eric C. Kunz, executive manager, was the principal speaker of the evening. The emphatic point or theme of Dr. Kunz's talk revolved about Mr. Sawyer's being a man without enemies. To achieve this reputation is an honor accorded to but few men. Dr. Kunz ended with the presentation of a beautiful silver vase, appropriately engraved, in behalf of his associates in Givaudan-Delawanna.

Many other persons recounted incidents of their contacts with Mr. Sawyer, showing this or that quality. He helped very materially in the development of a stock control system which could be used effectively

and economically. He has followed closely the development of the essential oil industry and the growth of synthetics from the time when they were still curiosities.

Another feature of the evening was the reading by M. Lemmermeyer, sales manager, of a number of telegrams and letters received from many of Mr. Sawyer's old friends in the essential oil industry, from many parts of the country.

In the photograph—in the center Dr. E. C. Kunz and H. H. Sawyer. At the table, starting on the left, are F. J. Wegman, H. E. Perry, V. H. Marquis, E. P. Nicholson, E. R. vanLiew, J. Bush, D. R. Watson, R. J. Weber, F. B. Smith, W. H. Adkins, Dr. M. Luthy, G. V. Gross, H. F. Duffy, M. Lemmermeyer, Dr. M. Szamatolski, J. E. Meyer, J. Balsam, L. L. Lowden, E. T. Booth, C. L. Weston, W. D. Bickler, J. D. Walsh, R. A. Engel, C. L. Armstrong, G. M. Warren, and C. T. Doran.



Procter & Gamble Company, Cincinnati, is negotiating for the acquisition of the Portsmouth Cotton Oil Refining Co., Norfolk, Va., manufacturers of cotton seed products, including a high grade vegetable shortening for cooking purposes. Another important use for the oil is in the manufacture of mayonnaise.

The Portsmouth company was established in 1906 and has grown into one of the section's most important industries. Adolf Aspegren, of New York, is president of the company, and his brother, Herman, is vice-president.

\* \* \* \*

The Reich-Ash Corp., New York City, has closed a lease for twenty-one years on the nine-story loft building at Degraw street and Tiffany place, Brooklyn. According to Sidney Ash, chairman of the board, the building will be subdivided to accommodate Reich-Ash Corp., and its subsidiaries, Silvercraft Specialty Co., and Antique Metal Novelty Corp. More than 90,000 square feet of floor space are available.

\* \* \* \*

At a meeting of Barbara Haynes, Inc., held at the company's offices, New York City, March 16th, Miss Marie Barlow, known to the trade as Barbara Haynes, and president of Barbara Haynes, Inc., was elected treasurer of the company.

\* \* \* \*

Jean Vivaudou has recently been appointed personal chemist to the Miriam C. Acker Co., New York. Mr. Vivaudou was educated in Europe and came to the United States three years ago to devote himself to the toilet goods industry. He is the son of Victor Vivaudou, formerly well known in the toilet goods industry.

\* \* \* \*

L. J. Zollinger, vice-president of George Silver Import Co., New York, representative in the United States for Etablissements Roure Bertrand Fils & Justin Dupont, Paris and Grasse, has just returned from a four weeks' trip which carried him as far as the Pacific coast.

After making several stops in the various cities through the Middle West, Mr. Zollinger went directly to Seattle and then along the Pacific Coast to Los Angeles, returning by the southern route through Texas and St. Louis. He reports that business conditions generally have improved and the manufacturers now seem to have a more optimistic view regarding the future.

Mr. Zollinger also advises us that while in Los Angeles, he appointed Baldwin & Baldwin, 524 South Spring street, as representatives for his company in the state of California. This firm is well known in that territory. It is headed by Harry G. Baldwin, who was for many years one of the principals of the Baldwin Perfumery Co., Chicago.



L. J. ZOLLINGER

Plans have been developed by the Owens-Illinois Glass Co., Toledo, O., for the construction of a complete and modern automatic bottle factory in the San Francisco Bay district according to an announcement by president William E. Levis. Options have already been obtained on several sites and it is expected that a decision will be reached within sixty days. At present



WILLIAM E. LEVIS

the Owens-Illinois Glass Co. is shipping bottles into Pacific Coast territory from its eastern factories. The first unit of the new plant will be a large fireproof warehouse which will offer immediate facilities for servicing Pacific Coast customers and which will shortly become a part of the general manufacturing plant.

This extension of the company's manufacturing operations has been under

consideration for many years and has now become necessary because of the rapid extension of branch plants by eastern customers of the company into Pacific Coast territory requiring local service and local manufacturing. Most national distributors, who are important customers of Owens-Illinois in the east, will be enabled to receive in the Pacific Coast territory bottles of the same types with the added advantage of quick service and low freight rates from the proposed new plant.

The Owens-Illinois Glass Co. has factories in New Jersey, Pennsylvania, Ohio, Indiana, Illinois, West Virginia and Oklahoma, and manufactures all kinds of bottles, jars, caps and metal closures for bottles. It also owns extensive natural gas properties in West Virginia, paper manufacturing plants in Illinois and silicate products plants in Missouri and New Jersey. Through a nation-wide system of sales offices in thirty principal cities, it has national distribution of its products and is now represented on the Pacific Coast by sales offices in San Francisco, Los Angeles and Seattle.

It is the intention of the company to form a subsidiary corporation under the laws of the State of California to carry on the new operation. All the stock of the company will be owned by the present company and no new financing will be required.

\* \* \* \*

We are advised that the business formerly conducted as Jean Stuart Cosmetics, Inc., New Haven and New York, has been entirely reorganized and will be continued under the name Jean Stuart with offices at 185 Church street, New Haven. Additional details regarding the reorganization will be published later.

\* \* \* \*

Mr. and Mrs. William H. Loveland of Binghamton, N. Y., are spending the remainder of the winter at their Southern home in Jasmin Point Estates, New Port Richey, Fla. They reached New Port Richey the last week in February. Mr. Loveland is president of the William H. Loveland Co., perfumers of Binghamton.

The Dorothy Gray School, which has become a semi-yearly feature of Dorothy Gray, New York City, held its last session in New York at the offices of the company the week of February 23rd. About thirty-two were enrolled, sixteen of whom were from New York.

In the past it has been the practice to bring many Dorothy Gray girls from out of town to New York to attend these classes, but in the future a different plan is contemplated. Due to the travelling expense incurred, territorial schools in the various cities are planned thus obviating the long trip to New York. However, any training school will cover the same program which is given in New York and which has met with such great success in the past.

The next school will be held in New York City in August and in Chicago and other cities in September.

\* \* \* \*

The George G. Rodgers Co., Springfield, Ohio, has been purchased by Eastern interests and a New York office has been opened at 26 Cortlandt street. The manufacturing department is being moved to a new plant in Jersey City, N. J. The George G. Rodgers Co. has been manufacturing tube filling, closing and crimping machinery, powder and jar filling machines, conveyor tables, styptic pencil molds, etc., for twenty years and has installations in many plants, both in this country and in foreign countries.

\* \* \* \*

Curran Laboratories, Inc., New York, manufacturers of toilet preparations, have moved to larger and more convenient quarters in Bush Terminal Building No. 10, Brooklyn, N. Y. Here improved facilities are available and the company asserts that its deliveries are reaching customers a day earlier than formerly.

Store distribution of the Elessa line of toilet preparations, manufactured by Elizabeth Ives, Montreal, Canada, has been the latest feature in the progress of this interesting line. Miss Ives started to manufacture toilet preparations as a hobby about five years ago but found the call for her products which were distributed through her own salon, views of which appear below, so great that she was almost forced to enter the business on a commercial scale. Now her preparations are on display in the Henry Morgan store in Montreal and this method of distribution will undoubtedly be broadened in the near future.

"It is the only Canadian line of its kind," Miss Ives said in an interview, "and all the formulas are my own. I started the whole thing as a hobby but I have become very



THREE VIEWS OF SALON AND  
LABORATORY OF  
ELIZABETH IVES, MONTREAL, QUE.



Pierre Wertheimer, president of Bourjois, Inc., New York City, arrived on the *Bremen* February 24th, for a brief visit to this country. After visiting his many friends in the trade he left for Havana March 7th to look after the interests of the company there. He will return to New York before sailing for Paris.

\* \* \* \*

We are pleased to advise our readers of the election of Charles Fischbeck as vice-president of Ungerer & Co., New York City. Mr. Fischbeck is well known to



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CHARLES FISCHBECK

almost everyone in the trade through his long connection with the essential oil industry, all of which has been spent with the same house. He joined Ungerer & Co., twenty years ago and after ten years of service and steady promotion, he was elected secretary of the company. He will continue as secretary combining with that position the duties of vice-president. Mr. Fischbeck's pleasing personality,

ability and integrity have won him a host of friends in the consuming trades as well as among the competitors of his house. They will join with us in heartiest congratulations.

\* \* \* \*

R. F. Revson Co., New York has advised of a change of telephone number to PENnsylvania 6-2926.

serious about it and indeed I am not a little proud of the successes my preparations have obtained.

"I have had the patronage of Lady Willingdon, wife of Lord Willingdon, Governor General of Canada who has recently been appointed Viceroy of India. Before they left Canada, Lady Willingdon wrote me a very nice letter stating that I could still draw attention to the fact that I have her patronage.

"Elizabeth Ives, of course, is my own name and the old Scottish abbreviation for Elizabeth, 'Elessa,' is the name I chose for my preparations."

The products of Miss Ives include night and day cream, tissue cream, a skin freshener, a fragrant powder, a liquid powder to add softness to the arms and neck, an eye lotion, a cream rouge and other minor items.



William F. Kroneman who has been associated with the white oil and petrolatum industry for over twenty years, has been elected vice-president of the Sherwood Petroleum Co., Brooklyn, N. Y.

Mr. Kroneman who is a native of Wurzburg, Bavaria, Germany, was educated at Eberhard Ludwig's Gymnasium in Stuttgart after which he took courses in chemistry at the University of Berlin. Following extensive travel on the Continent he came to the United States in 1910 where he began his first association with the white oil and petrolatum industry. From 1917 to 1921 this experience was amplified by service with several chemical and vegetable oil houses. In 1922 he joined the organization of the Sherwood Petroleum Co. with which he served for two years, leaving in 1924 to acquire experience in allied lines. He rejoined the company in 1928 in a sales capacity and was subsequently made sales manager and later general manager.

Mr. Kroneman lives in Bay Ridge where he finds relaxation in the study of American, English, German, French and Spanish classics, a hobby made more enjoyable by his command of the Spanish, French and German languages. Other recreations are afforded by a well equipped private laboratory.



WILLIAM F. KRONEMAN

Edwin S. Cramer has joined the sales force of Harriet Hubbard Ayer, New York City, and is covering the New York department stores and jobbers. Mr. Cramer was for three years prior to his present connection with Pierre, Inc., New York City, and has been well known in the cosmetic industry for more than sixteen years. His former associations have been with Mirodena line, later with Frank M. Prindle Co., selling Veolay products and with Guy T. Gibson. Mr. Cramer is not only widely known throughout the trade through his connections with these firms but enjoys general popularity, which is evidenced in his having been elected vice-president of the Foragers, in whose activities he has always taken an active interest.

Mr. and Mrs. Arthur W. McKey have announced the engagement of their oldest daughter, Miss Mildred C. McKey to Phillip D. Rising of Newton Center, Mass. Mr. Rising is a graduate of Dartmouth College in the class of 1929. Mr. McKey is Boston and New England representative for Fritzsche Brothers, Inc., New York City.

J. L. Hopkins & Co. has recently secured the services of P. Dutcher as factory superintendent. Mr. Dutcher has had long active experience in the milling and manufacturing of crude botanical drugs, having for 14 years been factory superintendent of R. Hillier Sons & Co.

A striking recognition of the ability as a business executive and the good fellowship of Otto E. Giese, proprietor of August Giese & Son, New York, was shown by his election as vice-president of the Arkwright Club. "This club of late," says the *American Business Survey*, "has made strides despite its already well-intrenched position in the club life of the city. Its membership list reads like the Who's Who of important business celebrities of the Metropolitan area. That, in this fine collection of executives, Mr. Giese should attain distinction is eloquent proof of his fine qualities."

During his tenure of executive control of the old established firm of August Giese & Son, Mr. Giese has given an administration characterized by progressiveness and efficiency.

J. P. Brunt, executive vice-president of the Container Corporation of America, who has been on an extended vacation since early in the year, has addressed a letter to the stockholders of that company charging Walter P. Paepcke, president, and the members of the Executive Committee with pursuing business policies that have adversely affected earnings. At the last directors' meeting, the dividend on the Class A stock was passed but the dividend on the preferred stock, payable April 1st, was voted to be paid. From preliminary figures it is estimated that the net profit of the company for 1930, after depreciation, interest and taxes, will be slightly in excess of \$100,000.

The next meeting is scheduled for March 26, and both sides are making efforts to secure proxies from a majority of the stockholders.

Irving Bennett, sales manager of Antoine Chiris Co., New York, has just returned from a trip through Canada and New England, during which he called on Chiris representatives and also upon the trade in these territories. Mr. Bennett says that business is far from bad in these sections. He believes that one of the causes of current pessimism is the fact that few executives have taken the trouble to visit the territories into which their goods are going and to study conditions at first hand. To quote Mr. Bennett, "They talk about bad business without knowing what they are talking about."



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IRVING BENNETT

Immediately upon his return to New York, Mr. Bennett left on a trip of five or six weeks through the West which will carry him as far as the Pacific Coast and will also cover Southern territory. He will contact Chiris representatives throughout this territory and study conditions in the trade as well.

Bristol-Myers Co., New York, has advised us that Howard H. Hopkins has been appointed assistant advertising manager.

John Buslee of the well known essential oil house of Neumann-Buslee & Wolfe, Inc., Chicago, Ill., has returned to that city after a week's stay in New York where he visited the trade in the metropolitan territory. Mr. Buslee reports that the feeling is widespread in the middle west that the depression has spent itself and that business is picking up steadily but surely. He also reports that John Neumann of the same company is enjoying a vacation in Florida.

\* \* \* \*

Belgian Trading Co., Inc., New York City, has appointed Dr. J. W. Denton as its representative in the states of Tennessee, Arkansas and Mississippi. His headquarters will be located at 1079 Monroe avenue, Memphis, Tenn., where inquiries for the company's products from these states should be addressed.

\* \* \* \*

Lalue Koleff, prominent distiller of otto of rose in Bulgaria, arrived on the *New York* March 6. Mr. Koleff is making his headquarters with Flora Aromatics Co., New York City, and has advised us that he has made an arrangement with that company to represent him in the United States. With Edwin Seebach, general manager of Flora Aromatics Co., he is visiting the trade and studying conditions in the otto of rose market in the United States.



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LALUE KOLEFF

Mr. Koleff's products have been well known for more than twenty years in Europe, but until now he has made no effort to secure distribution in this country. He owns and operates two large rose distilleries in Bulgaria, the first at Gabarevo in the district of Kazanlik, and the other at Rahmanli in the district of Karlsvo, both of which are in the heart of the rose producing section.

\* \* \* \*

Arrangements have been concluded between officers of the Owens-Illinois Glass Co., Toldo, Ohio, and the Vacuum Seal Co., Inc., New York, whereby Owens-Illinois becomes sole manufacturer of the Vacuum Seal jars. This product will be distributed through the nation-wide sales organization of the Owens-Illinois company.

The Vacuum Seal Co. specializes in the particular type of all-glass jars, the patents for which they control. Each company, however, is entirely independent of the other as to ownership and there is no connection financially or otherwise except the licensing and sales agreements which have been entered into.

\* \* \* \*

C. E. Ising, president of the C. E. Ising Corp., Flushing, N. Y., has left for Southern California, where he will spend about eight weeks continuing his experiments in the production of neroli oil and other orange flower products in his laboratories there. He expects to return to New York toward the end of May after the orange flower season.

The Alsop Engineering Corp., New York City, manufacturers of equipment for the toilet preparations and other industries is celebrating the tenth anniversary of its organization. The company was founded by Samuel Alsop, its present head, in 1921 and since that time has made rapid and consistent progress. During the ten year period, the company advises that over

45,000 machines, filters and glass-lined tanks have been sold under the "Hy-Speed" label.



©B&S

SAMUEL ALSOP

At the outset the company occupied two small rooms. Today, its offices and service department alone occupy over 9,000 square feet which includes the largest display room in New York for liquid handling equipment. In addition a large factory in the Bronx is kept continually busy. As part of its tenth anniversary, the

company has issued a new catalogue showing plant installations of its equipment which it will be glad to send to interested parties.

\* \* \* \*

Appointment of Lloyd C. Cooley as its mid-western representative with headquarters at 75 East Wacker Drive, Chicago, has been announced by the F. J. Stokes Machine Co., Philadelphia, manufacturer of chemical and pharmaceutical machinery and special process equipment.

Mr. Cooley, a graduate of the Massachusetts Institute of Technology, is a chemical engineer of many years' experience. He was formerly with the E. B. Badger Co. and, also, the Swenson Evaporator Co.

\* \* \* \*

We have been advised by R. Sornin & Cie., Grasse, that René Sornin, head of that house has been named

a Councillor of Foreign Commerce of France by a governmental decree of January 18. In addition to his business activities Mr. Sornin has always been interested in public affairs and has contributed much to the advancement of French commerce and industry. Only last year he was given the Order of the White Lion by the government of Czechoslovakia for his wartime and post war services to that republic. During



RÉNÉ SORNIN

the war he was an officer in the artillery branch. We are pleased to congratulate him on this further recognition of his public spirited endeavors.

\* \* \* \*

Bowey's, Inc., Chicago, maker of flavoring extracts, has placed its advertising account with Kreicker & Meloan, Inc., advertising agency of that city.

Compagnie Parento Inc., with general offices and laboratories at Croton-on-Hudson, N. Y., announces that Eugene C. Barton, who has been in its employ several years working his way successfully through the various departments of the plant where he has been closely connected with every phase of the importing and exporting of essential oils and aromatic chemicals and colors, and for the past two years has been in charge of their experimental and research department, has now been added to the company's sales force in order that the company can better serve its many friends and customers.

The practical and experimental experience which Mr. Barton has had gives him a splendid background, and Compagnie Parento Inc. believes that with the addition of Mr. Barton to the sales force, they will be able to render further service to their customers in the metropolitan district. Mr. Barton will make his headquarters at the company's New York office, 507 Fifth avenue.

Addington Doolittle, secretary, and D. E. A. Picciano, assistant secretary of the company, have returned from a trip through the West which covered St. Louis, Indianapolis, and Cincinnati. They were accompanied by H. F. Davidson, the company's Western representative. In each city an informal dinner was given and the motion pictures which Mr. Doolittle took during his trip abroad last year were shown. These covered the rose industry of Bulgaria and the distillery of Bottu Mitow at Kischich-Mahle, lavender fields and distillation by Syndicat Bas Alpin at Valensole, France; the flower fields and factory of Pierre Dhumez & Co., at Argeville and Vallauris as well as the plant of Organico at Nanterre where synthetic products were shown in process of manufacture.

In our February issue, among the creditors of the Gilmont Products Corporation, for whom a receiver was appointed, appeared the name of the Atlantic Manufacturing Co., listed as creditors for \$26,269. We are advised by the Atlantic Manufacturing Co. that this statement, which received widespread publicity in the daily press, is incorrect. The account of the Atlantic Manufacturing Co. with Gilmont Products Corporation amounted to \$3,829.

Polaks Frutal Works has advised us of the appointment of H. G. Gifford & Co., 287 Atlantic avenue, Boston, Mass., as exclusive representative in the New England territory. The latter company has been established for many years and is well known in its territory. Coincident with this announcement Polaks Frutal Works also appointed L. E. Offutt, 119 Madison avenue, Memphis, Tenn., to represent them in the State of Tennessee. Mr. Offutt has been operating in the southern territory for over a decade and is well known to the trade in the southern states.



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EUGENE C. BARTON

Louis A. Rossett, president of Florasynth Laboratories, Inc., New York City, is sojourning for ten days or two weeks in Pinehurst, N. C., polishing up his golf game. His associates expect him to roll up a "big score" in preparation for some of the summer tournaments.

Leonard B. Schwarcz, president of the Clifton Chemical Co., New York City, is spending a vacation of two weeks in Bermuda. Mr. Schwarcz, who is an ardent yachtsman, will spend much of his time on the water.

Arthur Glacel, vice-president of the Sherwood Petroleum Co., Brooklyn, N. Y., and Chicago, Ill., has left for Miami Beach, Fla., to recover his health after an operation for appendicitis.

Parfumerie Dollup, Inc., New York City, has advised us of three additions to its list of representatives. Albert F. A. Beck will represent the company in Pittsburgh with offices at 4744 Liberty avenue; Charles A. Smith has been appointed for Washington, D. C., and G. B. Jeffrey Co., for Boston, Mass., with offices in the Little building.

H. I. Greene, president of the company, left March 12 for a trip through the Middle West which will take him to Pittsburgh, Cincinnati, Chicago and the other major cities. Mr. Greene will be gone for several weeks.

Harry D. Koenig, president of Anré, Inc., New York City, recently celebrated his twentieth anniversary in the toilet goods field by moving to new and attractively appointed general offices at 261 Fifth avenue. The manufacturing plant and research laboratories remain in upper Manhattan where additional space has been taken. M. Anré, French cosmetician and creator of

the well known Martha Washington toilettries continues as chief research chemist, Mr. Koenig confining his duties to merchandising and sales.

The new location permits Anré to render a more convenient service in the manufacture of private brand cosmetics, for which the company has been known since 1916. The well known Martha Washington toilettries were designed and created in the Anré



HARRY D. KOENIG

laboratories and their continued success reflects credit to all concerned.

A graduate of City College of New York, Mr. Koenig has been identified with retail sales problems during his entire career. As president of the Retail Drug Salesmen's Association of New York he has done much to create a better understanding between manufacturer and retailer. He takes an active interest in trade association work and is a member of the F. & A. M., Elks and other fraternal organizations.

## Chicago Trade Notes

**T**HE Chicago Drug & Chemical Association have made definite plans for their "Spring Frolic" which will be held at the Lake Shore Athletic Club on April 23rd. The affair this year will be a dinner dance, in place of the usual stag party, and the members will be privileged to invite their wives, sweethearts or sisters without suffering any financial strain as the tickets will be free, through the courtesy of the association.

The annual election of officers will take place at the annual meeting to be held on March 26th. The following members have been nominated on the regular ticket:

For president, O. H. Raschke, Victor Chemical Works; for vice-president, Wm. O'Neill, Emerson Drug Co.; for secretary, Jos. P. Sullivan, Grasselli Chem. Co.; for treasurer, M. B. Zimmer, Fritzsche Brothers, Inc. Directors for 2 years: W. B. Behrens, Pitman-Moore Co.; Ottmar M. Krembs, Krembs & Co.; A. J. Rocca, Gazzolo Drug & Chemical Co.; A. C. Drury, A. C. Drury & Co. Director to fill unexpired term: Henry S. Webber, Heyden Chemical Corp.



O. H. RASCHKE

The association held its monthly luncheon at the Hamilton Club on February 26th. The members listened to a very interesting talk on "Picturesque Japan" given by Harold E. Coleman, who has lived in Japan for some twenty years. Mr. Coleman exhibited slide pictures which gave an insight to the commercial and social conditions as they have existed in Japan during the past twenty years, and it was most remarkable to note the vast improvements, which took place during that time.

Armour & Co., who have maintained a dividend paying record for over 62 years, passed their February dividend at the last directors' meeting.

Charles Brownson died suddenly, February 14th, and the funeral was held from his late residence 542 N. Leamington avenue, Chicago. Mr. Brownson was connected in a sales capacity, for the last twenty years, with Innis Speiden & Co.

Dr. Eric C. Kunz, director of sales for Givaudan-Delawanna, Inc., spent a few days in Chicago, recently, while en route from Toronto to Cincinnati, from where he will return to New York.

The International Chemical Co., Chicago, had a very serious fire on the night of February 25th. The blaze started on the second floor and feeding on chemical supplies, spread quickly throughout the entire three-story structure, causing damage estimated at over \$75,000. According to Fire Marshall M. J. Corrigan, an explosion preceded the fire.

Wm. H. Schutte, president of Wm. H. Schutte Co., Inc., Chicago representatives for P. R. Dreyer, Inc., has recently acquired some reputation as a detective. Ever since his warehouse was robbed, last March, of about \$2,500 of merchandise some of which belonged to Bertrand Frères and P. R. Dreyer, he has been on a still hunt for the stolen goods. Recently, he traced a pound of liquid concrete rose which had been offered for sale by a druggist to one of Chicago's leading perfume manufacturers, and through this package, succeeded in locating where a portion of the stolen stock was hidden. A raid on these premises, resulted in the recovery of about \$700 of the merchandise. Several days later one of the robbers was captured and signed a complete confession implicating two other accomplices, and it is hoped that the balance of the loot will be recovered. P. R. Dreyer, who was in Chicago on a business trip had the novel experience, of identifying some of his goods that were in the lot recovered, as well as listening to the robber while he made his confession of the crime.

Jules Vollbehr, of A. Maschmeijer, Jr., Inc., New York, was a visitor to the Chicago trade during the week of Feb. 23. In company with Walter H. Jelly, his Chicago representative, he made a careful canvass of the Chicago trade, with very promising results.

Mrs. M. M. Gordon, vice-president of Princess Pat, Ltd., says the company will increase their advertising and publicity budget for this year and she will continue to broadcast her beauty lectures.

Between 350 and 400 beverage manufacturers of the State were on hand for the annual convention of the Carbonated Manufacturers of Illinois held at the Pere Marquette hotel, Peoria, Ill., on February 25th and 26th. Carl A. Jones past president of the National Association made the principal address on the outlook of the industry for this year, which was well received. Many exhibits of interest to the delegates were shown.

The Price Flavoring Extract Co., has started a radio broadcast over six stations in the central West twice a week featuring the "Price Vanilla Players" and the company is putting a strong selling campaign to the trade to back up the new tieup.

Vernon White & Co., has succeeded to the manufacturing business of White & Kepplinger, Inc., at 23rd and Archer streets, Chicago. The company will continue the manufacture of food products, extracts and beverages for the jobbing and tea and coffee trade. Vernon White is president, J. D. Edwards, vice-president and G. J. Hennessey, secretary of the new company with John M. Kepplinger retiring to engage in other lines of business.

Colgate-Palmolive-Peet Co., announces that \$780,000 of group life insurance has been provided for the 563 employes of Kirkman & Son, Inc., Brooklyn soap manufacturers through the extension of the contract with the Equitable Life Assurance Society. The entire cost of more than a half million dollars for this



insurance will be borne by the Colgate-Palmolive-Peet Co. The contract for insurance previously covered 5,367 employees of the major company and the total insurance for this group was more than five million dollars, the premiums paid by the parent company for the employees.

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J. H. Bertrand has moved the Bertrand Laboratories from Milwaukee to Chicago and opened sales offices at 63 West Austin avenue. The new company will manufacture and distribute to the trade a line of pine oil soaps and other cosmetics.

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The Walgreen chain are continuing their expansion in this territory. During the past week they have leased the important corner of Lawrence and Damen avenues from Kamberos Brothers for a period of ten years. The building will be overhauled and opened with a modern drug and cosmetic store about May 1st. This will give the Walgreen chain 420 stores and more are to be added from time to time.

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The Iowa Soap Co., at Burlington has increased its factory force to take care of the increased demand for its products according to E. A. Ray, factory manager. The plant is operating 24 hours and will keep up this schedule until the new addition to the factory is ready next month.

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A. H. Ross, sales manager of the U. S. Bottlers Machinery Co., has returned from a business trip East, coming back by airplane to be on the job as soon as possible.

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The premium store of Kirk's Soap located at 27 West Lake street, has been moved to larger quarters at 280 North Dearborn street, as the building at Lake and Dearborn streets is being torn down.

\* \* \* \*

Waddell's Rex Mineral Soap Co. at 444 West Grand avenue have changed the name of the company to Waddell's Rex Products Co. and the business will be expanded throughout the Chicago territory.

### Pacific Coast Trade Notes

**W**HAT the Procter and Gamble Distributing Co., has to say relative to the use of automobiles and street cars by their salesmen in this part of the country may be of interest.

"We have found out that it costs more to operate cars exclusively within city limits than it does to use the street car, or to have the salesman walk. Therefore, we do not assign a car to a territory unless at least half of the calls are in small towns or rural territories."

\* \* \* \*

Daniel Duim of the Polak's Frutal Works, Inc., 350 West 31st street, New York, has been visiting the trade along the Pacific Coast and reports very good business prospects in this part of the country. Mr. Duim, we understand, will soon leave for Holland to visit the parent concern, the Polak's Frutal Works in Amersfoort, Holland. It is to be hoped that he will have an enjoyable trip and soon return to these shores.

Chas. J. Fox who represents van Ameringen-Haebler, Inc., New York, has been laid up with the "flu" for some time but is now again up and on the go. Mr. Fox found conditions in the North West around Seattle and Tacoma tolerably good, particularly in the soap business.

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On Lincoln's birthday the Southern California Retail Druggists' Association had an installation banquet at the Elks' Club in Los Angeles, which was attended by a record crowd. The installation of officers, an impressive ceremony, was gracefully handled by George H. Frates, past president of the California Pharmaceutical Association. The officers chosen to guide the Association through 1931 were: president, Frank E. Mortenson, Los Angeles; first vice-president, W. T. Hazel, Los Angeles; second vice-president, Charles R. Seward, Pasadena; Treasurer, Roy S. Warnack, Los Angeles.

\* \* \* \*

February the fifth at the Mary Louise Tea Room in Los Angeles the Ladies' Auxiliary to the Southern California Retail Druggists' and Allied Drug Travelers' Associations enjoyed the hospitality of the hostesses, Mesdames J. R. Delany, J. B. Guest, C. C. Miles, H. P. Nielson and J. A. Steem. A fashion show presented by Switzer's added to the charm of this pleasant occasion. Through the courtesy of the Colonial Dames Corp., of Los Angeles each lady was happy to receive a lovely Colonial Dames special introductory beauty box. The usual bridge prizes enclosed in a read heart box were won by Mesdames R. H. Harold, E. R. Clone, J. W. Blasing, W. La Roque and Ralph Boynton.

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It is with regret that we have heard of the passing of Mrs. Lorraine Abbott, wife of Frank Abbott, former sales manager for the McKesson-Langley-Michaels Company, Ltd., San Francisco. Mrs. Abbott was cleaning her gloves with gasoline and the gas stove, being in close proximity, exploded the gasoline and Mrs. Abbott was fatally burned. This untimely death came as a very distinct shock to Frank's many friends on the Pacific Coast.

### Circulars, Price Lists, Etc.

GLYCO PRODUCTS CO., Brooklyn, N. Y., has issued an interesting circular regarding one of its specialties. This reads as follows: "Some newly discovered properties of Aquaresin (a new water-soluble resin) recently described in this paper will be of interest to the trade."

"By mixing water solutions of Aquaresin and water soluble gums like gum arabic, glue, etc., in suitable proportions, films or coatings of varying degrees of hardness and flexibility are obtained. This is of interest in special adhesives."

"For a long time much research has been carried on by manufacturers of photographic films, collodions, lacquers and gelatin products to obtain a product which would be mutually compatible with gelatin and pyroxylin or water insoluble gums and resins such as copal. This has been accomplished through the use of

Aquresin. The latter is dissolved in metnanol, anhydrous alcohol, cellosolve or methyl cellosolve; the water insoluble gum or pyroxylin is dissolved in suitable mixtures of these solvents. The two solutions are compatible and are mixed for use. Such solutions are arousing interest in special adhesives for cellophane, glassine and other special papers, leather and textiles.

"In conjunction with rubber latex Aquresin gives additional tackiness to the deposited rubber film."

\* \* \* \*

ETABLISSEMENTS ANTOINE CHRIS, Grasse, France, through their American branch, ANTOINE CHRIS Co., New York City, have sent us both French and English editions of a valuable work entitled *Contribution to the Knowledge of Essential Oils*. The book consists of 55 quarto pages with index and is most attractively printed and illustrated. It discusses first analytical methods in use in the essential oil industry giving methods of determining certain constituents. This is followed by a detailed chapter on the constituents of essential oils, covering them in accordance with the leading groups, such as phenols, alcohols, etc.

The remainder and possibly the most interesting section of the book is devoted to brief monographs on some of the most important oils. It contains data regarding their derivation and method of production together with physical and chemical constants of the true oils.

The work as a whole is extremely interesting and elaborately documented with references to standard works on the subject and should be valuable to chemists and others to whom a knowledge of essential oils is necessary.

\* \* \* \*

AMERICAN MANUFACTURERS OF TOILET ARTICLES, New York, has published Supplement No. 10 to its Trade Marks for Perfumes, Toilet Articles and Soaps. The pamphlet of 40 pages follows the style of previous numbers in the series and is of invaluable assistance to those engaged in the toilet goods industry. It covers registrations from July 1, 1930, to January 1, 1931.

## Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth avenue, New York.)

HYDROGENATION OF ORGANIC SUBSTANCES, Third Edition, by Carlton Ellis, 986 Pages, D. Van Nostrand & Co. 6 x 8½, Cloth, Illustrated, Price \$15.00.

During the eleven years which have elapsed since the second edition of this book which was known as *Hydrogenation of Oils. Catalysis. Generation of Hydrogen and Oxygen* the scope of hydrogenation processes has been greatly extended. The author recognizes this fact and instead of limiting his work to the hardening of glyceride oils and fats, now takes in the entire field of organic substances. Several chapters dealing with new developments in this field have been added, notably chapters on the hydrogenation of coal and petroleum oils and the production of solvents by

the reaction between carbon monoxide and hydrogen. As a result of this expansion not only has the number of pages in the book been considerably increased but the size of the print has been reduced to a point where it makes continued reading difficult. It would have been more acceptable to have the work appear in two volumes and maintain the larger type.

The basis of selection of the material has been a very broad one. The author quotes freely from the various abstract journals. Instead of reference by page he uses the numbered paragraph system. The discussions of many of the topics are very brief and give only the barest outline of present information. This is almost necessary because of the vast amount of material which is covered. The student, teacher, chemical manufacturer, research chemist and analyst will all find something of interest in this book. It is divided into 63 chapters and 6362 numbered paragraphs.

The criticisms which have been made are only minor ones. The reviewer predicts that the work will be of great value to the chemical profession. The volume is timely since it appears at a time when there is widespread interest in the subject. It should prove one of the most referred to books on the subject available in English.

E. G. T.

## A Treatise on Sandalwood

SANDALWOOD OIL, by Ernest J. Parry, published by The Mysore Government. (Our acknowledgments for a copy of this work to W. J. Bush & Co., Inc., New York City).

Mr. Parry was requested to collect and arrange the data on which this useful little book is based by the Government of the Mysore State in India. Well equipped to undertake a work of this sort, he has produced a very complete monograph on sandalwood. He discusses the botanical origin of the sandalwood tree and particularly the interesting question of whether it is indigenous to India. There follows a discussion of the history of the tree and the oil and then brief statements regarding each of the following varieties: East Indian, so-called West Indian (Amyris), Mauritius, New Hebrides, Tahiti, Thursday Island, New Caledonian, Fiji, South Australian, East Africa and West Australian.

Under each of these headings are given the physical and chemical properties of the oil and a brief discussion of its characteristics.

In conclusion, Mr. Parry calls attention to the distinct character of the oils at present coming from Australia and the East Indian oil, pointing out that the test for sesquiterpenes in the Australian oil is an infallible guide to its origin as well as to the origin of admixtures of the East Indian and Australian varieties. He points out in conclusion that the oils are distinct and separate, that each has its own advantages and disadvantages and that each should be sold on the basis of its own qualities rather than as a substitute for the other.

The work is complete in every detail and is well worth the study of anyone interested in the question of sandalwood.

S. L. M.

## In Memoriam for Departed Friends

**BARRETT, MARCUS L.**, president of M. L. Barrett & Co., Chicago, at St. Petersburg, Florida, March, 1924.

**BOND, RICHARD HEWITT**, vice-president, McCormick & Co., Baltimore, March, 1927.

**BRUCKER, CARL**, senior member of Fritzsche Brothers, New York, March, 1913.

**DALLEY, HENRY**, retired perfumer and one of the founders of the A. M. T. A., West Reading, Conn., March 9, 1916.

**FERGUSON, JAMES A.**, soaps, Louisville, Ky., March, 1915.

**GOMEZ, RICARDO**, president of Gomez & Sloan, Inc., New York, shipwrecked in Gulf of Mexico, March, 1923.

**HALL, GEORGE**, perfumer, with various firms and long identified with the industry, Tucson, Ariz., March, 1921.

**HINDS, AURELIUS S.**, founder of A. S. Hinds Co., retired, aboard the *Samaria* in Mediterranean waters, March, 1929.

**JENKS, CHARLES C.**, of the firm of Foote & Jenks, Jackson, Mich., March, 1924.

**KING, W. J.**, perfumer, many years associated with the industry, Chicago, March, 1922.

**KIRK, JAMES A.**, president of J. S. Kirk & Co., soaps, Chicago, March, 1907.

**MERLE, AUGUSTIN**, of Bruno Court, Grasse, France, March, 1918.

**MESSNER, SIGMOND**, treasurer of the Imperial Metal Mfg. Corporation, Long Island City, New York, March, 1921.

**RABY, P. A.**, partner Evergreen Chemical Co., New York, March, 1926.

**RICKSECKER, THEO.**, former president A. M. T. A., New York, March, 1919.

**RIPPEY, WILLIAM**, manufacturer of flavoring extracts, Cincinnati, Ohio, March, 1917.

**ROCKHILL, CLAYTON**, of the late firm of Rockhill & Vietor, New York, March, 1918.

**SEPTON, ALFRED H.**, Harriet Hubbard Ayer, Inc., New York, March, 1926.

**SHEDD, FREEMAN B.**, Lowell, perfumes, March, 1913.

**STUART, FRANCIS F.**, flavoring extracts, Niagara Falls and Toronto, Ont., March, 1914.

**SWINDELL, WILLIAM E.**, Swindell Bros., Baltimore, at East Orange, N. J., March, 1929.

**TENNEY, HENRY W.**, proprietor of the Warren Soap Mfg. Co., Canton, Ohio, March, 1916.

**TINLING, CHARLES W.**, president of National Drug & Chemical Co. of Canada, March, 1928.

**WILLIAMS, JAMES BAKER**, founder of J. B. Williams Co., Glastonbury, Conn., March, 1907.

**WOODLEY, GEORGE F., JR.**, Woodley Soap Manufacturing Co., Boston, Mass., March, 1922.

### James H. Becker

James H. Becker, partner of Warren Burns in his enterprises in New Port Richey, Fla., died at his home in that city February 14 at the age of 66. Mr. Becker was a native of Ohio and went to New Port Richey where he became associated with Mr. Burns in 1926. Funeral services were held in Clyde, Ohio, his former home.

## James Harrell Howe

James Harrell Howe, secretary of Dodge & Olcott Co., New York City, died at his home in Woodmere, L. I. March 17 after an illness of only five days of pneumonia. He was 67 years old. Mr. Howe was one of the best known and deservedly popular men in the essential oil industry. Starting with Dodge & Olcott as a young man forty-eight years ago, he developed a knowledge of crude drugs and essential oils possessed by very few men. His intimate connection with the trade over so many years made him almost invaluable to his house, while his winning and genial personality endeared him to his associates and customers and no less to his competitors who always looked upon him as a friend.



THE LATE  
JAMES HARRELL HOWE

His long service with Dodge & Olcott Co., brought him to the position where only two men in the entire organization outranked him in point of service, and his associates there will miss his splendid business counsel and sincere and friendly helpfulness.

Mr. Howe leaves a widow and three sons, Lester C. Howe, James H. Howe, Jr., and W. Russell Howe. Funeral services were held at his home in Woodmere on March 19 and were attended by a large delegation from the trade in which he numbered so many personal friends of many years' standing.

## Mexico Favors American Perfumery and Perfumed Soaps

An outstanding feature of the Mexican perfumery and toilet preparations trade during recent years has been the wide development of local manufacture. Many of the American and European manufacturers of perfumery and toilet articles have found it advisable to establish branch factories, or to arrange with agents or distributors to prepare their products locally. As a result, the import trade in perfumes is confined to a few well known brands favored by the small wealthy class.

As may be observed from the following figures the United States supplied about 20 per cent of the perfumery and perfumed soaps imported into Mexico in 1929:

Perfumery	Mexican pesos
Total imports .....	1,353,500
France .....	923,800
United States .....	262,000
Spain .....	106,000
Germany .....	41,000
Perfumed soap	
Total imports .....	76,000
Spain .....	39,547
United States .....	20,000
France .....	9,000
Germany .....	4,500

(Commercial Attache George Wythe, Mexico City).

## New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Beauty Products, Borough of Manhattan, N. Y., cosmetics, \$103,500. Frank & Frank, 20 East 46th street, New York, N. Y.

The Royal Co., Wilmington, Del., royal complexion tablets, toilet articles, \$100,000. Franklin L. Mettler, Wilmington, Del.

Charleau, Borough of Brooklyn, N. Y., toilet articles, 500 shares common stock. D. Dew, Wever, 2 Wall street, New York, N. Y.

Fy-Brex Corp. of America, Borough of Brooklyn, N. Y., soap, \$20,000. I. I. Friedman, 11 Park Place, Manhattan, N. Y.

Arlene Perfume Shop, Borough of Bronx, N. Y., cosmetics, \$10,000. S. Greenhill, 160 Broadway, New York, N. Y.

Berks Cosmetique Shoppe, Inc., Newark, N. J., manufacture cosmetics, \$100,000. William Greenfield, Newark, N. J.

Albertine, Borough of Manhattan, N. Y., cosmetics, \$20,000. J. A. Levner, 21 East 40th street, New York, N. Y.

Superol Soap Corp., Borough of Manhattan, N. Y., \$5,000. B. R. Witt, 50 Court street, Brooklyn, N. Y.

Y.H.B. Toilet Preparations, Borough of Manhattan, N. Y., 200 shares of common stock. H. S. Dresser, 160 Broadway, New York, N. Y.

Huguenot Distributing Corp., New Rochelle, N. Y., toilet articles, 200 shares common stock. G. A. Enright, New Rochelle, N. Y.

## Business Troubles

C. C. Harley, 7625 East End avenue, New York, N. Y., druggist. Liabilities, \$29,440; assets, \$397.

David Kogan, 7726 Third avenue, Brooklyn, N. Y., pharmacist, by Towns & James, \$1,200; Sam Thompson Gibbon Distilleries Co., Inc., \$51; and Anna Leipzig, \$150.

Clinton Drug Co., Inc., 2500 Seventh avenue, New York, N. Y. Liabilities, \$56,807; assets, \$11,055, subject to liens. Principal creditors listed are Anna Appel, \$19,000; unliquidated claim; Max Dressler, \$6,000, secured.

Charles S. Warshow, 122 Second avenue and 27 Clinton street, New York, perfumery and barber supplies, has assigned to Samuel W. Fisher, 1440 Broadway, New York, N. Y.

Samuel M. Marcus, 2223 Seventy-ninth street, Brooklyn, N. Y., pharmacist and clerk. Liabilities, \$220,605; assets, \$1,000.

Morris Rowenberg, 919 Willoughby avenue, Brooklyn, N. Y., pharmacist. Liabilities, \$6,424.18; assets, \$500.

Morris Stuzin, 249 West 135th street, New York, N. Y., druggist, has assigned to Samuel Alpern, 148 Sicklen street.

Charles Gutkin, formerly druggist, 215 West 91st street, New York, N. Y. Liabilities, \$22,733; no assets. The petition states that an assignment for the benefit

of creditors was made in 1929 and the assets were liquidated and distributed.

Jay H. Schmidt, Inc., 3 West 19th street, New York, N. Y., toilet preparations, has assigned to David Ushkow, 251 Fourth avenue, New York, N. Y. The assets were later sold at auction on March 16th.

Benjamin A. Russell, Ilion, N. Y., druggist. Liabilities, \$40,043; assets, \$28,720.

Samuel R. Drapkin, doing business as Sutton Place Pharmacy, 1003 First avenue, New York, N. Y. Liabilities, \$18,413; assets, \$9,373, main item being stock and fixtures, \$8,000.

Morris Meyers, 1212 Lincoln Place, Brooklyn, N. Y., pharmacist. Liabilities, \$22,659.85; assets, \$250.

## Milwaukee Survey Shows Trend in Toilet Goods Sales

An interesting result is shown in the recent consumer survey conducted by *The Milwaukee Journal*. According to the survey the number of Milwaukee families using toilet soap has increased over 1929. A total of 163,491 families, or 98.6 per cent of all families were found to be using toilet soap during the year ending Jan. 15, 1931.

"Palmolive" remains the favorite brand of toilet soap in Milwaukee, with 58,039 or 35.5 per cent of all families using toilet soap preferring "Palmolive." "Lifebuoy" is in second place with a percentage of 24.2 per cent, showing an increase over last year. "Lux" is third, used by 38,093 families or 23.3 per cent. "Ivory" is now in fourth place with a percentage of 12.3. There were 65 brands of toilet soap in use in Milwaukee as of Jan. 15, 1931, the same number found the year previously. The total consumption was 10,872,151 bars for the year ending Jan. 15, 1931.

In the matter of shaving creams, the survey shows a decrease in the number and percentage of Milwaukee men 18 years and over who use shaving cream, compared to the number and percentage shown in the 1930 survey. The number of brands has grown smaller, but the consumption by the average man using shaving cream remains the same. Owing to the decrease in the number of men using regular shaving cream, the total consumption has grown smaller. "Palmolive" is the most popular shaving cream in Milwaukee, with 89,231 users, which constituted 57.6 per cent of all men using shaving cream as of Jan. 15, 1931 and on Jan. 15, 1930, 85,081 men, or 52.5 per cent of all men using shaving cream. "Williams" ranks second in preference, "Colgate's" third, then "Peau Doux," "Mennen," "Lifebuoy," "Ingram," "Listerine" and "Melba" in order named. There were 73 brands of shaving cream in use by greater Milwaukee men during the year ending Jan. 15, 1931, against 86 brands found here during the year ending Jan. 15, 1930.

Greater Milwaukee druggists stock at least four brands of shaving cream and a considerable percentage stock as many as 20 brands. The largest percentage, namely, 18 per cent, stocked 11 brands as of Jan. 15, 1931, whereas the largest percentage as of Jan. 15, 1930, namely, 28 per cent, stocked only nine brands. A tendency to increase the number of brands stocked is therefore shown.



## Paris Trade Notes

At the time of the setting of the luxury tax the law placed a tax of 12 per cent on the retail sale or consumption of perfumery and toilet products, whatever their price and 3 per cent for toilet soaps where the price exceeded 3 francs. If the price was below 3 francs the tax is 2 per cent. These taxes are payable not by the manufacturers but by the last sellers. At that time, shampoos were entered in the category of toilet products and taxable at 12 per cent. Upon reconsideration however of the question the Administration has granted that shampoos should be classed as soaps and consequently will carry a tax of only 3 per cent and 2 per cent, the same as for soaps. This measure became effective January 1st but without a retroactive clause.

On January 31st in the grand ball room at 9, avenue Hoche, Paris at 9:00 o'clock the "Bal du Parfum," was given by l'Amicale des Représentants en Parfumerie under the patronage of "l'Amie du Peuple," the newspaper of François Coty who has recently resumed an active interest in Coty S. A. Two orchestras played for dancing. A concert in co-operation with the Artistes des Theatres et Concerts de Paris was a part of an interesting program. Favors were given in the form of surprise packages and a buffet supper was served by Viard Joséphine of Paris.

L'Amicale des Représentants en Parfumerie is a philanthropic association organized by the perfumers to aid those in the industry who are ill or out of work. One of its main purposes is to secure work for its unemployed members.

At the meeting of the Syndicat de la Parfumerie Française held January 29th, Jacques Rocherolles, retiring president, was elected honorary president. The following officers were elected: Robert Bienaimé, president; Marcel Prot, vice-president; Jacques Porte, secretary; and Abel Ravaud, treasurer.

Mr. Bienaimé takes up again the office which he quitted four years ago and to which the appreciation of his colleagues recalls him.

Laboratoires Gamie is the name of a new company formed for the manufacture and sale of beauty products and perfumes. The offices are located at 14, rue de Paradis, Paris. The capitalization of the company is set at 600,000 francs. The directors are E. Ghika, M. Micznik and P. Goldring.

J. A. Chataignier, chevalier of the Légion d'honneur, is now the sole owner of the firm, Bineau Frère et Chataignier, raw materials for perfumes, 38, rue de Turenne and 16, rue des Minimes, Paris, which has

been dissolved. The above firm succeeded in 1923 the old and well known firm of Eug. Feigel et Cie, founded in 1893. Mr. Chataignier was a member of the firm before its dissolution.

Laboratoire des Produits Coloire, has been established with offices at 16, avenue de Paris, Antony, Seine. This company was formed by Antoine-Joseph-Charles Collin as proprietor, 72, boulevard Montparnasse, Paris, and Raoul Lhoir, 16, avenue de Paris, Antony, Seine, with a capitalization of 50,000 francs. The object of this business is the manufacture, development and sale of beauty and hygiene products, etc.

Omnium Chimique et Biologique, 2, rue du Marché-des-Blancs-Manteaux, Paris is a new company formed with a capitalization of 200,000 francs. The purpose of the concern is the industrial and commercial development of chemical, biological and beauty products in France and abroad. The directors of the company are

Albert Lambert, 3, rue José - Maria - de - Hérédia, Paris; André Lassale, 8 bis, rue des Saules, Paris; José Lorient, Elizabethville, Seine-et-Oise; Léo Bally, 112, boulevard Exelmans, Paris.

Bare legs and painted toes are the embodiment of the new fashion set by Worth, the famous couturier. His mannequins are to be seen parading in evening gowns with bare legs and feet, their toes, painted, just projecting from small sandals.

"Miss France" was chosen "Miss Europe" in Paris recently from the representative beauty queens of sixteen European countries. This was the verdict of an international jury of well-known artists, sculptors and art critics. However, this does not end the competition, as the contestants will go to South America for the selection and the crowning of the world's representative, "Miss Universe."

"Miss Europe" is a Gascony brunette of twenty years, tall, slender and with deep blue eyes. Her name in real life is Miss Jeanne Juilla. Miss Juilla has screen ambitions which stand well at the present time to be realized.

Mr. and Mrs. Gabriel Valay, Grasse, are the proud parents of a daughter. Mrs. Valay was the former Miss Frances Morel, daughter of Alphonse Morel, a partner of the house of Lautier Fils, of Grasse.

Mr. and Mrs. J. Contesso-Boutin, of Nice, have announced the marriage of their daughter, Andrée Contesso to François Camilli, a partner of the firm of Camilli-Albert & Laloue, of Grasse. The wedding took place on January 17th in the chapel of l'Evêché.



## British Trade Notes

**T**HE Wellcome Foundation is to erect a new research building in central London on a site now partly occupied by the Bureau of Scientific and Industrial Research. For many years the Foundation has maintained chemical research laboratories, but recent developments have made it necessary to coordinate and extend its activities. The new building will furnish the necessary additional accommodation and be provided with the most modern research equipment.

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Under the title of "British Chemicals and Their Manufacturers" the official directory of the Association of British Chemical Manufacturers has just been published, printed in English, French, Spanish, Italian, German and Portuguese. It is intended to produce an up-to-date revision of the directory every second year. The volume contains a classified list of products with a supplementary list of proprietary and trade names and manufacturers. It is obtainable gratis by genuine chemical users on application to the association, 166 Piccadilly, London, W. 1.

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The growing popularity of the caravan trailed behind a power unit is being reflected in its increasing use for industrial purposes, which is further evidence of the close link between the two sections of motor vehicle users on what may be termed the practical side. Concerns whose business is of a national character have been quick to see the opportunities the caravan opens up to them, and already the vehicle is being put to a wide variety of uses. One firm of soap manufacturers, for example, has equipped a caravan as a washhouse, and in it gives demonstrations of a wash-day and the benefits of its laundry soap. Mobility is the great advantage of this attractive propaganda, for it goes to and gets among the exact type of people whom it is hoped to secure as customers.

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The Board of Trade's estimate of the balances of income and expenditure in the transactions between Britain and all other countries for 1930 reveals a serious decline in the total credit balance. The excess of imports over exports of merchandise was £392,000,000, which is £26,000,000 more than in 1929. Net income from overseas investments fell by £35,000,000 to £235,000,000. The final result is a balance of only £39,000,000 available for investment abroad, compared with a revised figure of £138,000,000 for the previous year.

\* \* \* \*

The British Registrar of Trade Marks recently issued a most interesting written judgment on a disputed trade name. A company had sought to register the word "Selecta." Under the Act of 1919 a trade mark,

to qualify for registration, must have been used in the United Kingdom for not less than two years upon or in connection with the goods concerned. Applicants had used "Selecta" for more than the statutory period. Another concern opposed, chiefly on the ground that its own trading title embodied the word "Selector." It therefore submitted that confusion would result. Registration was refused and according to the judgment the law applies thus:

"Selector" is a dictionary word, describing a property or characteristic. All sorts of appliances select this or that when operating, and therefore "Selector" by itself is not registerable, for other firms would be debarred from naming the selectivity of their product—debarred from using the natural everyday word that describes it. "Selecta" is obviously a phonetic variant of the dictionary word and, by the same token, is also not registerable as a *solus* mark. The point is simple.

Yet there are many such applications every year, showing that firms have "jumped at" a handy name for their goods, have used it widely and possibly spent large sums advertising it only to find that under no circumstances could they be granted a monopoly, in their case, of such a mark.

\* \* \* \*

Uovoil, Ltd., has been registered as a private company in London to carry on the business of manufacturing and refining oils and fats and of chemical manufacturers.

The capital (nominal) is £100, and the directors are Sir Ernest Debenham, Bart., and C. D. Rowley.

\* \* \* \*

In order to popularize "Zyxt," a grease and grime-solvent soap, John Knight & Co. is presenting a full-size tablet to all purchasers of two tablets of Knight's Castile soap at 4d. each. The offer, which is for a limited period, is similar to that made on behalf of Palmolive soap during the big campaign to popularize that article in Britain some years ago, which was very successful.

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Reporting to the Overseas Trade Department, the Sheffield Industrial Mission to South America says that it is "more to our serious neglect of the South American market than to any other cause that our formerly very strong position has been lost." The Mission advocates that non-competitive firms should group themselves together for the purpose of forming selling organizations, and that principals and managing directors should visit the market much more frequently and stay longer. It found that German firms were much more generous in offering credit than British firms, "and very often this is attractive to South American buyers, particularly in the present bad times."





## Montreal Notes

**A**T the annual meeting of the *Chambre de Commerce* of Montreal the following members were named to serve on the Pharmaceutical Committee, Joseph Contant, A. Bellefontaine, J. H. Brodeur, A. Decary, Charles Duquette, A. Giroux, A. F. LaRose, H. Lanctot, J. H. Marceau, H. Nadeau, A. P. Fortin and E. Vadboucoeur. The *Chambre de Commerce* is composed mainly of French Canadians but includes a large number of the English speaking business men in Montreal.

It was formed with the object of giving the French speaking section of the city an opportunity of discussing in their own language problems relating to commerce, municipal, provincial, and federal government. During the many years the *Chambre* has been in existence, the membership has risen steadily.

Sixty young men have just sat for the preliminary examination established by the Pharmaceutical Association of the Province of Quebec. If successful, they will be permitted to start their career in pharmacy as apprentices. After four years further study they may become fully fledged pharmacists for themselves. Conditions of entry for the preliminary examination are that the candidate must be a British subject of the male sex and not less than 17 years of age. The test is a severe one.

The annual meeting of the Pharmaceutical Association will be held early in June.

N. C. Polson, jr., has been acting chairman of a special committee appointed by the Quebec division of the Canadian Manufacturers Association to study proposed changes in the provincial law affecting workmen's compensation. This report has now been presented to Premier Taschereau. A bill has been introduced which would involve a system of state control after the model of the plan in the neighboring province of Ontario.

C. E. Frosst, President of the Charles E. Frosst Co., Mrs. Frosst and Miss Stella Frosst, are members of one of the most notable trade delegations which has ever left the shores of Canada. The delegation sailed from Halifax on February 21 for Buenos Aires to attend the British Empire trade fair and visit several other points in the West Indies and South America. The party will return to Canada in April.

Preparations are under way for the Alberta Pharmaceutical Association Convention in Calgary in June.

& Essential Oil Review

## Toronto

**T**HE Canadian Hairdressers Association held their Annual Convention and Exhibition in the King Edward Hotel, Toronto, on Feb. 17th, 18th and 19th. As usual the demonstrations were full of interest and attracted a large number of members from all sections of the country. Among the exhibits were those of Harold F. Ritchie, Canadian representative for La Gerardine and Notox; Bellefontaine Limited; Jones Bros.; National Hair Company of Canada, (formerly Gallois Laboratories); Marie Gordon, and the Palmolive Co.

The opening of the new Yardley House in Toronto



T. A. MCGILLIVRAY

a month ago was made the occasion of a social event in that city. T. A. McGillivray, president of the company, has been elected president of the Canadian Association of British Manufacturers for the current year.

Canada's exports in 1930 decreased 25.6 per cent losing for this country the position of fifth nation of the world in export trade. Fifth place among the exporting nations has been captured by British India, and Canada will rank sixth, according to a statement on foreign trade issued by the Dominion Bureau of Statistics at Ottawa.

India advances in rank among the exporting nations although her exports also decreased during the year. The decrease was not as great however, as that in Canada's foreign trade, amounting to 20.2 per cent as compared with the 25.6 decrease of Canada.

The United States was Canada's best customer in 1930, the total Canadian trade with that country amounting to \$1,049,345,000, which is 56 per cent of this country's foreign trade.

Frederick S. Stearns, president of Frederick Stearns & Co., of Canada, Ltd., addressed a group of 75 Montreal druggists at a banquet held last month in the St. Denis Club. He told of his family connection with the business.

The plant of Soaps & Perfumes, Ltd., at 84 Front street, East, Toronto, was damaged by fire to the ex-

March, 1931

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tent of \$10,000 late last month. Tons of water were poured into the building, which was 'badly gutted. Temporary offices have been opened on the opposite side of the street.

\* \* \* \*

**Yardley & Co.**, played hosts to the students attending the Ontario College of Pharmacy last month. Yardley House was thrown open to the boys, who inspected the eight-story building from cellar to garret.

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**Miss E. V. Caldwell, London, Ont.**, won first place and \$500 in a contest for thinking of the greatest number of words made out of the letters in "Dodds' Antiseptic Ointment." Her paper showed 9,000 words.

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**Colgate-Palmolive-Peet Co., Ltd.**, has established a district sales office at Vancouver, B. C., to look after British Columbia and Alberta orders.

\* \* \* \*

**J. W. Reynolds, Northrop & Lyman's** travelling representative in Manitoba and Saskatchewan, who has been on the sick list since last December, has come out of the Western Hospital, Toronto, and is about ready for the road again.

\* \* \* \*

**Delos Cunningham, Waterford, Ont.**, has been appointed assistant manager of the National Drug Co. branch at Calgary, Alta.

\* \* \* \*

**The Vancouver (B. C.) Drug Co.** is making a bid for the perfume trade through splendid window displays in their eight drug stores in that city.

\* \* \* \*

**G. Tamblin**, head of the drug store chain that bears his name, has set the objective of sales in his 52 stores at \$4,000,000 in 1931.

\* \* \* \*

After months of untiring efforts on the part of the executives of the Ontario Retail Druggists' Association and the special committees appointed to prepare plans, the goodwill publicity campaign, designed to build up appreciation of the professional functions of the pharmacist, is swinging into action.

Through the assistance of an advertising agency, a series of presentations for the Ontario daily newspapers has been prepared. All druggists are asked to clip these as they appear and display them prominently in their windows or stores to draw more forcefully to the attention of the public the responsibility that rests with this neighborhood institution. When requested, cuts are being supplied to individual drug stores for use in more specific local advertising.

Thirty-three daily newspapers providing complete coverage of Ontario constitute the medium through which the campaign is being launched. In those centres where a daily is published, the druggists were asked for a higher contribution than those in smaller towns not so serviced.

The response to the appeals from the secretary and committee of the O.R.D.A. has enabled the advertising agency to begin placing the advertisements and to endeavor to inspire, in conjunction with the Association, a practical co-operation that will capitalize to the greatest advantage the constructive propaganda now being released.

## Canadian Patents and Trade Marks

**T**HE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

**PATENT AND TRADE MARK DEPARTMENT**  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARK REGISTRATIONS

"Lather-O". Toilet soap. Snap Co., Ltd., Montreal, Que.

"Oliverco". Mixture of soap with other detergent materials. Beach Soap Co., a corporation of Lawrence, Mass.

"Burma-Shave". Shaving cream. Burma-Vita Co., a corporation of Minneapolis, Minn.

"Rayo". Caps and closure members for containers. Crown Cork & Seal Co., a corporation of the state of New York, and having its principal office and place of business in Baltimore, Md.

"Nusheen". Hair rinses, hair shampoos, and hair preparations. Nusheen, Inc., New York, N. Y.

"Green Valley". Flavoring extracts. Dalton Bros., Ltd., Toronto, Ont.

"Annite" in block letter type. Cleaning and dirt-removing compounds in the nature of soap powder, metallic scale removers and detergent solvents. Quigley Co., Inc., Manhattan, N. Y.

"Waveset". Hair waving preparation. Parfumerie Bellefontaine Ltee., Montreal, Que.

"Dale-ton". Flavoring extracts. Dale-Ton Tea Co., Toronto, Canada.

"M-P Conservaline". Washing powder. Menard & Proulx, Montreal, Que.

"Takara". Hair tonic, cream for chapped skin.

"Carnation". Extracts. J. V. Boudrias & Fils, Limited, Montreal, Que.

"Thunder-Bolt". Powdered hand soap. Fred J. Hagerling, St. Louis, Mo.

"Vita". Liquid and powder shampoos. J. Nelson Day Co. of Canada, Limited, Toronto, Ont.

### PATENTS

308,288.—Collapsible Container. Robert F. Reubush, Philadelphia, Pa.

308,401.—Pocket Case. Schwob Freres & Cie S.A., La Chaux-de-Fonds, Switzerland, assignee of Henri Vastar, Paris, France.

308,655.—Vanity Case. David H. Zell, New York, N. Y.

### DESIGNS

Glass bottle, transparent, of substantially rectangular shape having a threaded neck and a raised annular bead adjacent the base of the neck, the corners of the bottle being rounded, the side walls being depressed centrally, the interior surface of the walls being concavo-convex and the interior surface of the bottom being convex. John H. Woodbury Ltd., Perth, Ont.

Approximately \$5,000 damage was done to the stock of the Canadian Drug Co., at St. John, N. B., when fire spread from an adjoining building into the Canadian Company's plant. Geo. H. Moore, president of the Company states the damage is covered by insurance.



# Patent and Trade Mark Department

Conducted by Howard S. Neiman

**T**HIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

## PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Avenue  
New York City

*Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.*

## Trade Mark Registrations Applied For

(Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

- 263,272.—Mary F. Lewis, Cleveland, Ohio. (Dec. 1, 1927.)—Scalp tonic, brilliantine, cleansing cream.
- 286,897.—Pinaud, Inc., New York, N. Y. (Under 10-year proviso. July 6, 1929.)—Face powder.
- 286,926.—The Crystal Chemical Co., Inc., New York, N. Y. (Mar. 1, 1929.)—Cream soaps.
- 291,021.—Cleo Paton, Paris, France. (Mar., 1929.)—Empty base-metal vanity cases and similar pocket outfits adapted to contain rouge, perfumes, and other beauty products.
- 295,517.—Hugh H. Jackson, Miami, Fla. (Oct. 28, 1928.)—Flavoring compound in powder form.
- 301,222.—I. J. Williams, Long Beach, Calif. (1905.)—Foot powder, foot massage oil, and liquid corn remover.
- 301,502.—Polak & Schwarz, Zaandam, Netherlands. (1912.)—Natural and imitation flavors suitable for flavoring foods and ingredients of foods.
- 301,965.—Mackie Pine Oil Specialty Co., Inc., Covington, La. (Apr. 17, 1928.)—Hair shampoo.
- 302,460.—Elgin American Manufacturing Co., Elgin, Ill. (Apr. 22, 1930.)—Vanity cases, compact boxes, powder containers, perfume containers, lip stick holders, jewel boxes, portable receptacles for rouge, perfume, and soap.
- 302,760.—Novella Yox, Walla Walla, Wash. (May 1, 1930.)—Extracts.
- 303,179.—Marie Gower, Los Angeles, Calif. (Dec. 9, 1929.)—Preparations for growing hair.
- 303,289.—Nathan Hurwitz, doing business as The Ever-Youth Co., New York, N. Y. (Jan. 1, 1924.)—Hair color restorer.
- 305,933.—Martaba Distributing Co., Brooklyn, N. Y. (Jan. 1, 1930.)—Cosmetics consisting of lip stick, rouge, and toilet powder.

306,419.—Joe F. Santee, doing business as Santarub Chemical Co., Okmulgee, Okla. (Apr., 1927.)—prophylactic gargle and a prophylactic wash.

307,069.—The Styron-Beggs Co., Newark, Ohio. (Jan., 1896.)—Food-flavoring extracts.

307,134.—William F. Denney, doing business as Frances Denney of Philadelphia, Philadelphia, Pa. (Nov. 1, 1927.)—Toilet preparations.

307,339.—Desmond Brown, doing business as Commodore Brush Co., New York, N. Y. (Sept. 1, 1930.)—Tooth paste and dental cream.

307,621.—Evenod Perfumer, Inc., New York, N. Y. (Nov. 2, 1930.)—Toilet preparations.

307,851.—Leonard E. Lisner, New York, N. Y. (Oct. 10, 1930.)—Toilet preparations.

307,976.—Michael Chiviges, doing business as Gonol Laboratories, Detroit, Mich. (Oct. 20, 1930.)—Freckle lotion.

308,006.—Boris Borowikow, doing business as Borowikow Laboratories Co., Brooklyn, N. Y. (Oct. 1, 1928.)—Creams for disorders of the skin.

308,091.—Specialty Products Co., New Orleans, La. (Apr. 21, 1929.)—Rubbing alcohol.

308,126.—The Procter & Gamble Co., Cincinnati, Ohio. (Sept. 22, 1930.)—Toilet and bath soap.

308,219.—Ralph Pichel, Hartsdale, N. Y. (July 1, 1930.)—Preparation for flavoring.

308,352.—Boncilla Laboratories, Inc., Indianapolis, Ind. (Oct. 2, 1930.)—Facial pack for bleaching and softening the skin and drawing the impurities from the pores.

308,449.—Lanvin Parfums, Inc., Wilmington, Del., and New York, N. Y. (Jan., 1928.)—Perfume, extract, and toilet water.

308,602.—Societe des Parfums Weil (Societe Anonyme) Paris, France. (Nov. 29, 1927.)—Face powders, talcum powders, rouges, perfumes, toilet waters, brilliantines, etc.

308,766.—Rosalia Volpi, doing business as Rosalia Laboratories, Birmingham, Ala. (Nov., 1929.)—Face creams, face lotions, face powders, rouge, clay packs, and lip sticks.

308,781.—Heller & Perrin, Pittsburgh, Pa. (Sept. 16, 1930.)—Soap, soap chips, and soap powder.

308,858.—Crusellas Rhum Quinquina Co., Inc., New York, N. Y. (1924.)—Toilet water.

308,883.—Giocchino Egizio, doing business as A-Treat Bottling Works, Allentown, Pa. (July 1, 1920.)—Extracts.

308,917.—L. E. Goodrich, Los Angeles, Calif. (Nov. 14, 1930.)—Perfume.

308,945.—McKesson & Robbins, Inc., Bridgeport and Fairfield, Conn. (Dec. 1, 1930.)—Hand and skin lotion.

308,946.—McKesson & Robbins, Inc., Bridgeport, Conn. (Nov. 18, 1927.)—Depilatory cream.

308,962.—Vicenzina Solimine, doing business as V. Solene Co., New York, N. Y. (Nov. 8, 1930.)—Preparations for the care of the skin.

309,009.—Standard Oil Co. of California, Wilmington, Del., and San Francisco, Calif. (Dec. 11, 1930.)—Denaturants.

309,012.—Samuel Tinsky, doing business as Tymore Laboratories, New York, N. Y. (Aug. 20, 1930.)—Shaving cream.

309,026.—De Luxe Products, Inc., Watertown, Conn. (Nov. 28, 1930.)—Rouge for use on the face and lips.

309,035.—Andre L. Richard, doing business as The Andre L. Richard Co., New York, N. Y. (Dec. 1, 1930.)—Powder puffs

309,260.—Bourjois, Inc., New York, N. Y. (Sept. 9, 1929.)—Perfume.

# TRADE MARKS

	HEALTH TAN M280.774		Quinlan M281.081		Elgin Craft 302.460		LANVIN M281.006		ZONA 301.222		GREAT SEAL 305.933
	OUTDOOR GIRL 286.926		PALM BEACH TAN M281.002		REGAL 302.740		A-TREAT 308.883		INTRIGUE 309.473		KNOB 309.415
	Jack 295.517		SANTAPRO 306.419		THE LITTLE ONE 307.134		AEROTINT 309.026		I.D.A. 309.035		KLENIT 309.737
	Another Day 307.621		Restoral 307.851		PÉTALES FROISSÉS 308.449		ALCOTAT 309.009		L'AVENUE 309.260		DOMINANTE 309.855
	GONOL 307.976		ETHACOL 308.091		ZIBELINA 308.602		LADIES' FAVORITE 308.781		IMPERA 308.962		KNOBBY 309.417
	Fo-mo-na 307.725		ROSAY 308.126		LORATHOL 308.945		ERO 309.347		KNOBBIER 309.416		LOV-KIS 309.541

309,284.—The Pepsodent Co., Chicago, Ill. (Oct. 23, 1929.)—Antiseptic.

309,347.—Samuel Loef, doing business as Athens Distributing Co., Athens, Ga. (Feb. 1, 1930.)—Saponaceous compound or mixture for removing ink, grease, oils, and stains of different sorts from rugs of various materials and also from wood, floors, tile, stone, leather goods, and also from the hands.

309,402.—Société Anonyme Premet, Paris, France. (Sept. 16, 1930.)—Perfume, toilet water, face powder, talcum powder, sachets, face creams, rouge, lip sticks, bath salts, brilliantine.

309,415, 309,416, 309,417.—Charles A. Crary, Wyoming, Cincinnati, Ohio. (May, 1930.)—Toilet soap.

309,469.—Dorothy Gray, Bloomfield, N. J., and New York, N. Y. (June 4, 1928.)—Powder puffs and absorbent powder puffs.

309,470.—Dorothy Gray, Bloomfield, N. J., and New York, N. Y. (June 20, 1928.)—Soap.

309,473.—Mae & Hattie Green, Inc., New York, N. Y. (July, 1930.)—Perfumes, toilet waters, skin lotions, and skin creams.

309,541.—Edward A. Welters, doing business as Welters Mfg. Co., Jacksonville, Fla. (Nov. 15, 1929.)—Toilet preparations.

309,649.—Morris Mindlin, doing business as Vigorin Mfg. Co., New York, N. Y. (June, 1930.)—Hair-dressing.

309,725.—J. E. Crockett, doing business as The Fo-Mo-Na Co., Atlanta, Ga. (Feb. 6, 1928.)—Foot lotions and deodorants.

309,737.—Klenit Corp., Winner, S. Dak. (Mar. 6, 1929.)—Pumice soap.

309,768.—Bersimo, Inc., New York, N. Y. (Dec. 18, 1930.)—Hair dye.

309,779.—Holman Soap Co., Chicago, Ill. (Sept. 30, 1910.)—Soap.

309,855, 309,856.—Houbigant, Inc., New York, N. Y. (Jan. 3, 1931.)—Toilet preparations.

309,919.—Martin Buchwald, New York, N. Y. (Dec. 3, 1930.)—Shampoo.

## Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M280,343.—Taylor-Long Co., Charlotte, N. C. (Sept. 15, 1928. Serial No. 279,297.)—Extracts.

M280,560.—Thomas W. Hicks, Brentwood Heights Station, Los Angeles, Calif. (Dec. 27, 1928. Serial No. 278,940.)—Vanity finger rings.

M280,573.—Denney & Denney, Inc., Philadelphia, Pa. (1904. Serial No. 300,565.)—Toilet preparations.

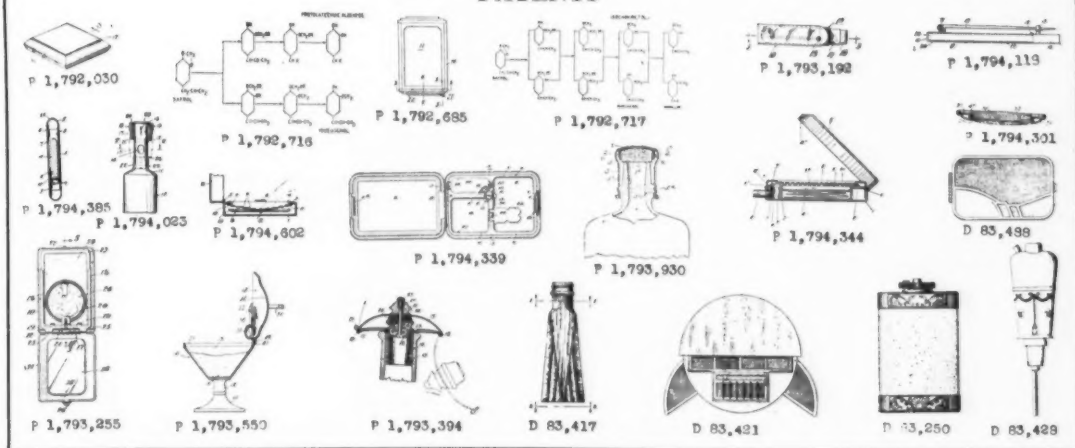
M280,774.—Jaquet, Inc., Hoboken, N. J. (Mar. 13, 1929. Serial No. 283,248.)—Toilet preparations.

M281,002.—Doraldine, Inc., Hollywood, Calif. (Jan., 1929. Serial No. 283,442.)—Toilet preparations.

M281,006.—Lanvin Parfums, Inc., Wilmington, Del., and New York, N. Y. (1924. Serial No. 308,448.)—Perfumes and toilet water.

M281,011.—Kathleen Mary Quinlan, Inc., New York, N. Y. (Mar., 1910. Serial No. 303,612.)—Toilet preparations.

## PATENTS



### Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c. each from Commissioner of Patents, Washington, D. C.

1,792,030. Compact. Walter Poranski, Long Island City, N. Y. Filed Mar. 11, 1929. Serial No. 346,219. 17 Claims. (Cl. 132-83.)

1,792,685. Latch for Vanity Cases, Cigarette Cases, and the like. William E. Evans, Waterbury, Conn., assignor to The Waterbury Lock and Specialty Company, Waterbury, Conn., a corporation. Filed Feb. 27, 1930. Serial No. 431,835. 2 Claims. (Cl. 220-35.)

1,792,716. Process of Making Saffrol Derivatives Such as Protocatechuic Aldehyde and Isoeugenol. Frits E. Stockelbach, Montclair, N. J. Filed May 12, 1927. Serial No. 190,744. 15 Claims. (Cl. 260-137.)

1,792,717. Process of Making Saffrol Derivatives Such as Vanillin and Isochavibetol. Frits E. Stockelbach, Montclair, N. J. Filed May 17, 1927. Serial No. 191,973. 12 Claims. (Cl. 260-137.)

1,793,020. Method of Producing Menthol. Walter Schoeller, Berlin-Charlottenburg, Hans Jordan, Berlin-Steglitz, and Reinhard Clerc, Berlin, Germany, assignors to the Firm Schering-Kahlbaum A. G., Berlin, Germany. Filed Nov. 22, 1928. Serial No. 321,267, and in Germany Nov. 24, 1927. 3 Claims. (Cl. 260-153.)

1,793,192. Lip Stick. Walter Poranski, Chicago, Ill., assignor, by mesne assignments, to Saulen Mfg. Co., Inc., New York, N. Y., a corporation of New York. Filed Jan. 20, 1928. Serial No. 248,119. 5 Claims. (Cl. 206-56.)

1,793,255. Compact Container. Andrew Graham Shields, Attleboro, Mass., assignor to Fillkwik Company, Attleboro, Mass., a corporation of Massachusetts. Filed Jan. 3, 1930. Serial No. 418,266. 7 Claims. (Cl. 132-83.)

1,793,394. Closure. José Leandro Montalvo Guenard, Ponce, Porto Rico. Filed Nov. 30, 1928. Serial No. 322,725. 3 Claims. (Cl. 215-63.)

1,793,550. Container for Cosmetics, Etc. James W. Jennings, Providence, R. I., assignor to Quaker Silver Company, Attleboro, Mass., a corporation of Massachusetts. Filed Dec. 27, 1929. Serial No. 416,796. 14 Claims. (Cl. 132-79.)

1,793,930. Closure for Receptacles. Joseph L. Hecht, Davenport, Ia. Filed May 7, 1929. Serial No. 361,033. 4 Claims. (Cl. 215-37.)

1,794,023. Collapsible Tube. Robert H. Lieberthal,

Bridgeport, Conn. Filed Dec. 16, 1929. Serial No. 414,324. 5 Claims. (Cl. 221-60.)

1,794,118. Portable Container for Toilet Requisites and Other Small Articles. Dorothy Neville Montgomery, London, England. Filed Jan. 12, 1929. Serial No. 331,988, and in Great Britain Aug. 13, 1928. 2 Claims. (Cl. 206-38.)

1,794,301. Vanity Case. William G. Kendall, Newark, N. J. Filed Nov. 12, 1929. Serial No. 406,646. 10 Claims. (Cl. 132-82.)

1,794,339. Vanity Case. Arthur H. Noble, Pawtucket, R. I., assignor to Theodore W. Foster & Bro. Co., Providence, R. I. Filed Dec. 13, 1929. Serial No. 413,761. 5 Claims. (Cl. 132-83.)

1,794,344. Dispensing Receptacle. Emile Soye, Paris, France. Filed Sept. 10, 1928. Serial No. 305,104, and in France May 25, 1928. 10 Claims. (Cl. 132-83.)

1,794,385. Lip Stick. John L. McAtree, New York, N. Y., assignor to Scovill Manufacturing Company, Waterbury, Conn., a corporation of Connecticut. Filed July 30, 1926. Serial No. 125,898. 6 Claims. (Cl. 206-56.)

1,794,602. Toilet Accessory. William Friedman, New York, N. Y., assignor to Lupé, Inc., New York, N. Y., a corporation of New York. Filed July 31, 1929. Serial No. 382,312. 8 Claims. (Cl. 132-82.)

### Designs Patented

83,250. Pocket Atomizer. Irving Florman, New York, N. Y. Filed Oct. 30, 1930. Serial No. 37,440. Term of patent 14 years.

83,417. Bottle or Similar Container. Walter D. Teague, Forest Hills, N. Y., assignor to Turner Glass Corporation, Terre Haute, Ind., a corporation of Indiana. Filed Nov. 20, 1930. Serial No. 37,734. Term of patent 3½ years.

83,421. Bottle Holder. Raymond Barbas, Paris, France, assignor to La Société Anonyme Jean Patou, Paris, France, a corporation of France. Filed Dec. 20, 1930. Serial No. 38,050. Term of patent 7 years.

83,428. Liquid-Dispensing Device. John L. Carson, Jr., Buffalo, N. Y. Filed Nov. 19, 1930. Serial No. 37,713. Term of patent 7 years.

83,488. Toilet-Accessories Container. Hugo L. Bell, New York, N. Y., assignor to Lesquendieu, Inc., New York, N. Y., a corporation of New York. Filed Nov. 20, 1930. Serial No. 37,737. Term of patent 7 years.

# Grasse Report for March

*From Our Own Correspondent*

A BREATH of optimism has swept over certain markets and industries. Does not one hear that across the Atlantic assurance is being given that industry and commerce are positively on the up-grade? Leading American industrialists foresee a slight improvement which will gain strength toward the Spring, fall off again over the summer and then head toward a positive improvement thereafter. But is this presumed evolution of the existing crisis based on fact? Let us rather watch for events that will enable us to judge just how much faith may be placed in such statements.

For the present we had perhaps better point out that indications in France give no such comforting assurances. At Grasse, in particular, the crisis is at its worst: deliveries to the factories keep growing less and less, part-time employment is spreading, and layoffs threaten to become necessary in some quarters. The reduced value of all raw materials and aromatic goods, the limited orders coming in, prove that our misfortunes are not yet at an end. The continuance of this crisis may entail disastrous consequences for our industry and for our floral output.

Already the Syndicate of Grasse Perfumers has grown anxious over the condition in which flower growers are bound to find themselves as a result of the light demand which will come from the perfumery industry during the next few crops. At a recent meeting it was decided to direct the growers' attention to this fundamental problem and to advise them hereafter to devote more land to market and fruit gardening. This excellent piece of advice is bound to be followed by our growers unless some new development should restore their confidence at some future date in the business of growing for the perfumery trade.

On the whole, February was another cold month. We suffered a considerable drop from the 17th to the 20th, with slight frost in the night of the 17th to 18th and some snow during the night from the 18th to the 19th. The maximum and minimum of temperature did not vary any, however, from those of January: from 34° to 50° above zero in the North.

## Mimosa

The bloom is abundant. Plantations started after the frost of February, 1929, have succeeded excellently and are already producing considerable quantities which go to make up for the deficit on account of the destroyed trees. The trade in cut flowers is still pay-

ing remunerative prices: 15 to 35 francs a basket, and the Riviera festivals, with their battleds of flowers and the like, help dispose of any excess which might not otherwise find a market. Deliveries to the Grasse factories have already commenced, however, and the price appears to be tending toward 3 francs per kilo as compared with 4 francs paid last year, so that the result should be a decline on volatile solvent products. We doubt whether the requirements of the perfumery trade will be very great; production will doubtless be very small.

## Violet

The crop is normal and still finds a good market with florists for supplying bouquets which sell at 25 to 30 francs a basket. We shall, however, not have to wait long for the first arrivals at our factories and since the price will undoubtedly be the same as for the 1930 crop we foresee no change in the prevailing prices on the manufactured goods.

## Orange

We cannot yet tell what the next crop will be like nor the conditions under which it will take place. We can state, however, that the trees are in excellent condition of vegetation and are developing normally. The first buds have made their appearance and in the course of the coming month it will be possible to give an opinion on the crop.

## Rose

In the rose gardens all the agricultural work has been completed, namely the clipping, twining and dressing, which were duly attended to at the most fitting seasons, so that the rose bushes simply await the coming of a few hot days in order to accelerate their vegetation. Shoots are already appearing at many of the plantations but, as for the orange blossom, it would be bold to attempt to foretell what the crop will look like in May.

From Bulgaria comes news of the failure of a very large oil manufacturer who is unable, it appears, to pay for the flowers purchased from growers for the last manufacturing campaign. According to latest advices, the distilleries of this manufacturer will be turned over to a group of growers who intend to operate them as a co-operative. Other reports would indicate that the price for roses this year may run from 10 to 15 levas per kilo, which would bring the price of otto of rose to an inviting level if the unsold portions of 1929-1930 crops did not play a part when the time came to make prices for the new production.







## Synthetics and Derivatives

THE market has been somewhat more active but without having much effect upon the price situation. Most sellers report a steady inquiry for small lots but no great amount of business in larger quantities. In the aggregate the sales volume is undoubtedly ahead of that of December and January but it could be larger without taxing anyone's facilities. Profits from this business are not what they might be, principally because of the expense entailed in the handling of small orders.

Prices have been very steady on the whole. The market has never been in the demoralized condition which has been noted in the essential oil group. Most of the business, save in one or two bulk items, has been in the hands of manufacturers and while they have kept prices in line with developments in the current economic situation, they have not been stampeded into wholesale reductions, which would accomplish nothing but the total demoralization of the market.

Anethol has been reasonably steady owing to a steadier position of the raw material. There have been some sharp concessions in the lower grades of geraniol, principally because of anxiety on the part of some sellers to secure one or two substantial orders which were in the market during the last few weeks. The fundamental position of the article is a little more satisfactory, however, owing to a showing of greater firmness in the raw material, until recently under rather strong pressure.

Linalool is easy and the lower grades, generally going to soap makers, have been cut in competition. Higher grades remain steady and under moderate demand. Business in linalyl acetate has not been brisk. Menthol is cabled at higher levels and looks firmer locally. Thymol is unchanged. Eucalyptol is suffering from the effect of rather keen competition.

Phenyl ethyl alcohol has been going fairly well at full prices. Rhodinol is also steadier, especially in the higher grades. The situation in musks continues as before. Price concessions, however, have been reported in one or two directions and while actually lower prices have not been quoted by the maker, the general situation is not quite so firm as it was a short time ago. Amyl cinnamic aldehyde remains quite steady following recent cuts in competition. There is less talk of resale parcels at concessions.

Other items are generally steady and only moderately active. The market is in much better condition than was the case a few months ago, however, and most sellers anticipate a continuation of the recent improvement during the Spring and early Summer.

## Essential Oils

THERE has been some gain in business in the essential oil trade during the last month. The number and size of orders has shown some improvement although in general, while numerous, individual purchases continue on the hand-to-mouth basis. Only a comparatively limited number of the larger consumers are taking advantage of the fact that general market prices are far below what they should be. Others are buying in a small way only. Doubtless this is in part due to the fact that many consumers are not in a position to purchase even when they realize that the oils which they buy are actual bargains.

The trend of prices has been a little more encouraging as well. While declines have been quite consistent and the general level of prices is lower than that of a month ago, there have been a few scattered advances which would seem to indicate that a turn toward stability, if not toward higher levels, is a not too remote prospect. Competition continues keen in most of the groups, however, and until stocks have been reduced and some of the weak holders have satisfied their immediate financial requirements, no real recovery can be expected. On the whole, however, the situation looks rather encouraging after a long period during which it seemed that there was little chance of recovery or even steadiness in the market for a long time to come.

The market for floral products is very quiet and seems likely to remain that way for the time being. Substantial business is not much in evidence and while there has been a little call for some of the better known items, the list as a whole continues to suffer from pressure to sell on the part of holders at primary points. Stocks in France are rather heavy and they are not being moved in France and other European countries in the usual volume. The result has been shading of prices here without, however, stimulating purchasing on the part of the American consumers.

Seed and spice oils have been steadier than they were a month ago and with the opening of the Southern season both raw materials and oils have been moved in better volume. However, there are still some rather weak spots in the oil market and prices on the average have shown a decline during the month. It would seem that they must be close to the lower limits at present and that buying of some of them for the coming season would be the part of wisdom.

Citrus oils spurted for a day or so as the result of a further effort on the part of Italian holders to bolster the market by higher cables. The result was ephemeral

(Continued on Page 52)

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bitter, per lb.	\$2.75@	\$2.90
S. P. A. ....	3.00@	3.20
Sweet True .....	.51@	.60
Apricot Kernel ...	.33@	.38
Amber, crude .....	.24@	.30
rectified .....	.50@	.60
Ambrette, oz. ....	46.00@	
Amyris balsamifera .	2.20@	2.80
Angelica Root .....	32.00@	37.50
seed .....	28.00@	33.00
Anise, tech. ....	.53@	Nom.
lead free, U. S. P. .	.60@	.65
Araucaria .....	1.75@	1.85
Aspic (spike) Spanish	.70@	.85
French .....	.80@	1.00
Balsam Peru .....	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil .....	50.00@	
Bay, Porto Rico ....	2.15@	2.35
West Indies .....	2.15@	2.35
Bergamot .....	2.45@	2.55
Birch, sweet N. C. .	1.90@	2.15
Penn and Conn. ....	3.00@	4.00
Birchtar, crude ....	.15@	
Birchtar, rectified ..	.50@	.55
Bois de Rose .....	.90@	1.45
Cade, U. S. P. ....	.30@	.35
Cajeput .....	.75@	1.20
Calamus .....	3.75@	
Camphor "white" ....	.19@	.23
sassafrassy .....	.22@	.25
Cananga, Java native	2.25@	2.40
rectified .....	2.65@	2.95
Caraway Seed, recti-		
fied .....	1.70@	
Cardamom, Ceylon ..	25.00@	35.00
Cascarilla .....	65.00@	
Cassia, 80@85 per cent	1.10@	Nom.
rectified, U. S. P. .	1.20@	1.35
Cedar Leaf .....	1.00@	1.25
Cedar Wood .....	.44@	.50
Cedrat .....	4.15@	
Celery .....	8.00@	10.00
Chamomile .... (oz.)	3.50@	5.00
Cherry laurel .....	12.00@	
Cinnamon, Ceylon ...	11.50@	15.00
Cinnamon, Leaf .....	2.25@	
Citronella, Ceylon ...	.50@	.55
Java .....	.54@	.60
Cloves Zanzibar ....	1.80@	2.00
Cognac .....	22.00@	28.00
Copaiba .....	.63@	.70
Coriander .....	4.75@	5.75
Croton .....	5.25@	5.75
Cubebs .....	3.00@	3.25
Cumin .....	7.50@	8.00
Curacao peels .....	5.25@	
Curcuma .....	3.00@	
Cypress .....	4.35@	4.75
Dillseed .....	4.00@	5.50
Elemi .....	1.45@	
Erigeron .....	1.40@	1.50
Estragon .....	38.00@	
Eucalyptus Aus.		
(U. S. P.) .....	.37@	.43
Fennel, Sweet .....	1.15@	1.30
Galbanum .....	26.00@	
Galangal .....	24.00@	
Geranium, Rose,		
Algerian .....	4.00@	4.25
Bourbon .....	3.75@	3.95

## Geranium, cont.

Spanish .....	16.00@	
Turkish (Palma		
Rosa) .....	2.75@	3.15
Ginger .....	5.40@	5.65
Gingergrass .....	3.00@	3.15
Grape Fruit .....	4.15@	4.75
Guaiac (Wood) ....	2.85@	
Hemlock .....	1.20@	
Hops .....	10.00@	14.00
Horsemint .....	4.25@	
Hyssop .....	24.00@	
Juniper Berries, recti-		
fied .....	2.00@	2.40
Juniper Wood .....	.60@	.62
Laurel .....	15.00@	
Lavender, English ..	32.00@	
French .....	2.15@	3.50
Garden .....	.50@	.55
Lemon Italian .....	.95@	1.15
Calif. ....	.90@	1.10
Lemongrass .....	.65@	.80
Limes, distilled ....	8.25@	9.00
expressed .....	13.25@	16.00
Linaloe .....	1.90@	2.20
Lovage .....	27.50@	
Mace, distilled .....	1.40@	
Mandarin .....	4.75@	7.50
Marjoram .....	6.25@	
Melissa .....	5.00@	
Mirbane .....	.15@	
Mustard, genuine ...	10.00@	12.00
artificial .....	1.70@	2.00
Myrrh .....	10.00@	
Myrtle .....	4.00@	
Neroli, Bigarade, pure	150.00@	215.00
Petale, extra .....	180.00@	275.00
Niaouli .....	3.45@	
Nutmeg .....	1.40@	1.60
Olibanum .....	6.50@	
Orange, bitter .....	2.70@	3.10
sweet, W. Indian ..	2.10@	2.30
Italian .....	2.20@	2.40
Spanish .....	2.65@	2.75
Calif. exp. ....	2.50@	2.80
dist. ....	1.15@	1.30
Origanum, Spanish ..	1.45@	
Orris Root, concrete		
domestic .... (oz.)	6.25@	8.00
foreign .... (oz.)	6.50@	8.00
Orris Root, absolute		
(oz.) .....	70.00@	90.00
Orris Liquid .....	18.00@	25.00
Parsley .....	8.00@	9.25
Patchouli .....	5.00@	6.00
Pennyroyal, American	1.85@	2.15
French .....	1.15@	
Pepper black .....	9.00@	
Peppermint, natural .	1.90@	2.15
redistilled .....	2.10@	2.50
Petitgrain, So. Amer.	1.45@	1.75
French .....	2.40@	2.65
Pimento .....	2.10@	2.75
Pine cones .....	3.00@	
Pine needle, Siberia .	.71@	.80
Pinus Sylvestris .....	2.00@	2.15
Pumilionis .....	2.20@	
Rhodium, imitation .	2.00@	4.50
Rose, Bulgaria.. (oz.)	10.00@	30.00
Rosemary, French ...	.52@	.60
Spanish .....	.38@	.43
Rue .....	3.15@	
Sage .....	3.00@	

Sage, Clary .....	50.00@	
Sandalwood, East In-		
dia .....	8.50@	9.00
Australia .....	5.90@	6.60
Sassafras, natural ..	1.40@	2.00
artificial .....	.29@	.34
Savin, French .....	2.35@	2.60
Snake Root .....	9.25@	11.00
Spearmint .....	2.40@	2.65
Spruce .....	1.20@	
Styrax .....	12.00@	
Tansy .....	3.00@	3.30
Thuja .....	1.75@	
Thyme, red .....	.90@	1.20
White .....	1.05@	1.55
Valerian .....	8.00@	10.00
Verbena .....	3.75@	7.00
Vetivert, Bourbon ..	5.50@	8.50
Java .....	10.00@	25.00
East Indian .....	30.00@	
Wine, heavy .....	1.80@	2.00
Wintergreen, Southern	4.00@	
Penn. and Conn. ..	7.75@	8.50
Wormseed .....	3.40@	4.00
Wormwood .....	6.00@	6.50
Ylang-Ylang, Manila	30.00@	32.00
Bourbon .....	5.45@	9.00

## TERPENELESS OILS

Bay .....	5.25@	5.75
Bergamot .....	8.25@	10.00
Clove .....	5.15@	
Coriander .....	20.00@	
Geranium .....	9.00@	13.50
Lavender .....	9.00@	10.00
Lemon .....	8.50@	17.00
Lime, Ex. ....	62.00@	
Orange, sweet .....	85.00@	100.00
bitter .....	90.00@	115.00
Petitgrain .....	5.25@	6.50
Rosemary .....	2.50@	3.75
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P.		
VIII .....	3.10@	3.60
Alcoholic .....	3.50@	
Cubeb .....	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic .....	3.25@	4.60
Malefern .....	1.45@	1.60
Oak Moss .....	15.00@	15.50
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	6.75@	8.75

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ..	2.00@	
Acetophenone .....	3.15@	3.50
Acetyl Iso-eugenol ..	9.00@	
Alcohol C 8 .....	20.00@	40.00
C 9 .....	40.00@	70.00
C 10 .....	30.00@	50.00
C 11 .....	35.00@	60.00
C 12 .....	25.00@	50.00

ice)

9.00

6.60

2.00

10.34

2.60

11.00

2.65

3.30

1.20

1.55

10.00

7.00

8.50

25.00

2.00

8.50

4.00

6.50

32.00

9.00

5.75

10.00

33.50

10.00

17.00

00.00

15.00

6.50

3.75

35.00

5.00

3.60

Aldehyde C 8 .....	50.00@	
C 9 .....	80.00@	140.00
C 10 .....	50.00@	82.00
C 11 .....	72.00@	77.00
C 12 .....	75.00@	105.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	20.00@	40.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.40@	1.75
Amyl Cinnamate .....	2.50@	
Amyl Cinnamic Alde-		
hyde .....	5.00@	7.50
Amyl Formate .....	1.75@	2.00
Amyl Phenyl Acet..	5.00@	5.75
Amyl Salicylate, dom.	1.15@	1.45
foreign .....	1.65@	
Amyl Valerate .....	2.50@	3.00
Anethol .....	1.50@	2.00
Anisic Aldehyde, dom.	3.35@	
foreign .....	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C. ....	1.55@	1.90
Benzophenone .....	2.40@	4.50
Benzylidenacetone ..	2.50@	4.00
Benzyl Acetate, dom.	.70@	.85
foreign .....	.70@	1.00
Benzyl Alcohol .....	1.05@	2.00
Benzyl Benzoate .....	1.05@	2.00
Benzyl Butyrate .....	5.50@	6.25
Benzyl Cinnamate ..	7.00@	9.00
Benzyl Formate .....	3.35@	3.60
Benzyl Iso-eugenol ..	18.00@	27.00
Benzyl Propionate ..	2.00@	5.50
Borneol .....	1.60@	2.25
Bornyl Acetate .....	1.75@	8.00
Bromstyrol .....	4.00@	5.00
Butyl Acetate .....	.60@	
Butyl Propionate .....	2.00@	
Butraldehyde .....	12.00@	
Carvene .....	1.15@	
Carvol .....	3.75@	4.25
Cinnamic Acid .....	4.00@	
Cinnamic Alcohol .....	2.85@	3.50
Cinnamic Aldehyde ..	2.75@	4.25
Cinnamyl Acetate .....	10.00@	12.00
Cinnamyl Butyrate ..	12.00@	14.00
Cinnamyl Formate ..	13.00@	
Citral C. P. ....	2.75@	3.00
Citronellol, dom. ....	3.00@	3.50
Citronellal .....	2.85@	3.25
foreign .....	3.75@	5.00
Citronellyl Acetate ..	6.00@	10.00
Coumarin .....	4.00@	
Cuminic Aldehyde ..	62.00@	
Dibutylphthalate ....	.30@	.36
Diethylphthalate ....	.32@	.37
Dimethyl Anthranilate	6.25@	7.00
Dimethyl Hydroqui-		
none .....	4.00@	6.00
Dimethylphthalate ..	.65@	
Diphenylmethane ....	1.75@	2.45
Diphenyloxide .....	1.20@	
Ethyl Acetate .....	.30@	.50
Ethyl Anthranilate ..	5.50@	6.00
Ethyl Benzoate .....	1.45@	
Ethyl Butyrate .....	1.25@	
Ethyl Cinnamate .....	4.00@	
Ethyl Formate .....	1.00@	1.25
Ethyl Propionate .....	1.40@	2.50
Ethyl Salicylate .....	1.15@	2.50
Ethyl Vanillin .....	15.00@	20.00
Eucalyptol .....	.90@	1.15
Eugenol .....	3.15@	4.00
foreign .....	3.15@	4.00
Geraniol, dom. ....	2.00@	6.00
foreign .....	2.10@	5.00
Geranyl Acetate .....	2.90@	4.00
Geranyl Butyrate ..	10.50@	12.00
Geranyl Formate .....	7.00@	11.00
Heliotropin, dom. ....	2.10@	2.40
foreign .....	2.50@	

Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal ..	5.50@	10.00
Indol. C. P. .... (oz.)	2.65@	5.00
Iso-borneol .....	2.30@	
Iso-butyl Acetate .....	2.65@	
Iso-butyl Benzoate ..	2.75@	3.25
Iso-butyl Salicylate ..	3.00@	6.00
Iso-eugenol, dom. ....	5.00@	
foreign .....	5.00@	6.00
Iso-safrol .....	1.75@	
Linalool .....	2.15@	3.00
Linalyl Acetate 90% ..	3.10@	4.00
Linalyl Benzoate .....	10.50@	
Linalyl Formate .....	10.00@	12.00
Menthol, Japan .....	4.00@	4.45
Synthetic .....	3.00@	4.00
Methyl Acetophenone ..	3.00@	3.50
Methyl Anthranilate ..	2.50@	3.00
foreign .....	2.90@	
Methyl Benzoate .....	1.85@	2.25
Methyl Cinnamate ..	3.90@	
Methyl Eugenol .....	4.00@	8.00
Methyl Heptenone .....	3.75@	6.00
Methyl Heptene Carb.	20.00@	36.00
Methyl Iso-eugenol ..	8.50@	12.50
Methyl Octine Carb. ..	24.00@	32.00
Methyl Paracresol ..	6.75@	7.50
Methyl Phenylacetate ..	4.65@	6.00
Methyl Salicylate .....	.42@	.50
Musk Ambrette .....	7.00@	8.00
Ketone .....	7.50@	9.50
Xylene .....	2.80@	3.15
Nerolin (ethyl ester) ..	1.50@	1.75
Nonyl Acetate .....	48.00@	
Octyl Acetate .....	32.00@	
Paracresol Acetate ..	5.25@	6.00
Paracresol Methyl ..		
Ether .....	7.00@	8.00
Paracresol Phenyl ..		
Acetate .....	14.00@	20.00
Phenylacetaldehyde ..		
50% .....	5.00@	7.00
imported .....	5.00@	7.00
100% .....	8.50@	10.50
Phenylacetic Acid ...	3.00@	4.00
Phenylethyl Acetate ..	9.00@	13.00
Phenylethyl Alcohol ..	4.50@	5.00
Phenylethyl Butyrate ..	16.00@	20.00
Phenylethyl Formate ..	18.00@	
Phenylethyl Propio-		
nate .....	18.00@	
Phenylethyl Valerate ..	20.00@	
Phenylpropyl Acetate ..	12.00@	14.00
Phenylpropyl Alcohol ..	9.00@	14.00
Phenylpropyl Alde-		
hyde .....	12.00@	
Rhodinol, dom. ....	8.00@	20.00
foreign .....	9.50@	22.50
Safrol .....	.32@	.36
Santalyl Acetate .....	22.50@	
Skatol, C. P. .... (oz.)	9.00@	10.00
Styralyl Acetate .....	20.00@	
Styralyl Alcohol .....	20.00@	
Terpineol, C. P. dom.	.36@	.40
imported .....	.36@	.53
Terpinyl Acetate .....	.90@	1.15
Thymene .....	.35@	
Thymol .....	2.15@	3.00
Vanillin (clove oil) ..	5.15@	6.00
(guaiaicol) .....	4.65@	5.25
Vetiveryl Acetate .....	21.00@	25.00
Violet Ketone Alpha ..	5.00@	10.00
Beta .....	5.50@	8.00
Methyl .....	5.25@	8.00
Yara Yara (methyl		
ester) .....	1.50@	1.75

## BEANS

Tonka Beans, Para..	1.00@	1.25
Angostura .....	2.00@	2.15

Vanilla Beans		
Mexican, whole ...	4.00@	5.50
Mexican, cut .....	3.25@	3.50
Bourbon, whole ...	1.00@	2.00
South American ..	3.00@	3.25

## TINCTURES

Ambergris .....	18.00@	24.00
Benzoin .....	1.75@	
Civet .....	3.00@	5.00
Musk, nat .....	32.00@	
Orris, root .....	2.00@	
Balsam Tolu .....	1.50@	
Vanilla .....	3.00@	

## SOLUBLE RESINS

Ambrette .....	18.00@	
Benzoin .....	2.75@	4.00
Castoreum .....	28.00@	
Chypre .....	13.00@	
Civet .....	80.00@	
Galbanum .....	6.00@	
Labdanum .....	6.00@	7.00
Myrrh .....	6.50@	7.00
Oak Moss .....	14.00@	16.00
Olibanum .....	3.50@	6.00
Opoponax .....	6.00@	12.00
Orris Root .....	18.00@	35.00
Patchouli .....	10.00@	18.00
Peru Balsam .....	6.50@	
Sandalwood .....	12.00@	16.00
Styrax .....	3.00@	4.50
Tolu Balsam .....	4.50@	6.00
Vetivert .....	15.00@	25.00

## CERTIFIED FOOD COLORS

Amaranth .....	3.50@	4.00
Orange II .....	3.50@	4.00
Tartrazine .....	3.50@	4.00
Ponceau 3R .....	6.00@	7.50
Ponceau SX .....	5.00@	5.25
Indigo .....	15.00@	
Erythrosine .....	20.00@	
Guinea Green B. ....	15.00@	
Light Green, S. F. ....	25.00@	
Fast Green, F. C. F. ....	30.00@	
Yellow, A. B. ....	3.50@	
Yellow, O. B. ....	3.50@	
Sunset Yellow, F.C.F. ..	3.10@	3.25
Naphthol Yellow C... ..	8.00@	

## SUNDRIES

Alcohol, Cologne		
spirits per gal. ....	2.62½@	2.74½
Ambergris black ....	Nominal	
gray .....	32.50@	
Baudruche skins,		
gross .....	18.00@	25.00
Beaver Castor .....	8.00@	12.00
Castoreum .....	12.50@	15.00
Chalk, precipitated ..	.03½@	.06½
Cherry laurel water,		
gal. ....	1.25@	
Civet, ounce .....	3.75@	4.50
Clay, English .....	.02½@	.03½
Kaolin .....	.06@	.08
Lanolin hydrous .....	.18@	.20
anhydrous .....	.20@	.23
Magnesium Stearate ..	.26@	.30
Musk. Cab. pods		
ounce .....	22.50@	Nom.
Cab., grained ..	Nominal	
Tonquin, pods ..	20.00@	
Tonquin, gr. ....	27.00@	
Orange flower water,		
gal. ....	1.50@	
Petrolatum, white ....	.06½@	.08½
Rose water, gal. ....	1.25@	
Saponin .....	1.75@	

umer

Talc., domestic, ton ..	18.00@	33.00
French .....	40.00@	45.00
Italian .....	50.00@	65.00
Zinc oxide, U. S. P. .	.13½@	.15
Zinc stearate .....	.24@	.28

#### CRUDE DRUGS

Almond Meal .....	.20@	.35
Cardamom seed, decort	1.00@	
Henna, powdered ...	.16@	.35
Lavender flowers, se-		
lect .....	.38@	.55
ordinary .....	.24@	.30
Orange flowers .....	.40@	1.00
Orris root, Florentine	.20@	.25
powdered .....	.25@	.70

Orris Root, Verona ..	.16@	.20
powdered .....	.23@	.55
Patchouli leaves .....	.25@	.90
Peach Kernel meal ..	.35@	
Quince seed .....	.75@	.90
Reseda flowers, powd.	1.50@	1.65
Rhubarb Root, powd.	.35@	.65
Rice starch .....	.12@	.15
Rose leaves, red ....	1.20@	1.40
pale .....	.50@	
Sandalwood chips ...	.45@	.50
Vetivert root .....	.30@	
Violet flowers .....	.95@	1.15

#### GUMS AND BALSAMS

Balsam Copaiba, S. A.	.30@	.34
Para .....	.28@	.32

Balsam, Peru .....	1.65@	2.00
Tolu .....	1.30@	1.40
Fir, Canada, gal. ...	12.00@	12.50
Oregon, gal. ....	1.50@	1.75
Guarana .....	3.25@	3.65
Gum benzoin, Siam ..	1.30@	1.50
Sumatra .....	.40@	.45
Gum galbanum .....	1.35@	1.50
Gum myrrh .....	.25@	.40
Labdanum .....	3.50@	5.50
Olibanum, tears ....	.19@	.35
siftings .....	.12½@	.14
Styrax .....	.40@	3.35
Venice turpentine,		
true, gal. ....	.30@	

### Essential Oils

(Continued from Page 49)

in its effect upon this market, which, after a day or two of "talk of higher levels" registered a net decline. Later, however, there was a turn to the former again. Undoubtedly, lemon and orange are both very cheap and have been lower than now at very rare intervals; but stocks of both Italian and domestic oils, not to speak of West Indian, are too heavy to bring about a forward movement in prices especially in advance of the heavy consuming season. There has been some speculative buying of lemon by one or two interests, usually well informed, but it has not brought consumers into the market for any substantial lots.

The domestic group has shown further price weakness. Holders of peppermint in the country have been rather anxious sellers and the result has been country offerings of peppermint, spearmint and other domestic oils at prices below the levels of a month ago. Large consumers seem to be quite well supplied but one or two of them would not be averse to taking on more oil at a price. This price must have been nearly reached at recent concessions for they have lowered quotations to a point below that prevailing for several years back.

Miscellaneous oils have been featured by a showing of moderate strength in citronella, both Java and Ceylon having shown a gain. Bois de rose and linaloe are rather easy. Sandalwood is very firm. Lower prices are heard on patchouli in some quarters but this is not general. Concessions on most of the items in this group have been reported on actual business from time to time.

On the whole, prices are very low and should be encouraging to buyers who have held off during the recent period of rapidly declining quotations. Fairly substantial buying at the present levels would seem wise and some purchasers have taken advantage of them.

#### Vanilla Beans

The market has not been active in the sense that pressing demand has been felt by holders. At the same time, there has been a steady movement of beans into consuming channels, especially Mexicans, and it now seems that there will be no very great carryover of this type of beans into the new crop period. Steadiness of prices on Mexicans has been the rule but there are still concessions to be had on Bourbons in some quarters. Heavy stocks of this type continue in the

market, both here and in France, with the result that pressure to sell still exists although perhaps not in so great a degree as was the case a few weeks ago. Recovery in Bourbons during the next few months seems unlikely although undoubtedly present extremely low prices will have their effect upon production.

#### Crude Drugs and Sundries

This group has been quiet and rather easy. Demand has shown a slight gain over that of the last few months, but it is still far below a condition of real activity. Competition is keen and most of the items on the list can be shaded by one who has an order of sufficient size to warrant shopping the market.

#### Decrease in Volatile Essential Oil Imports During 1930

Imports of volatile oils into the United States during 1930 were valued at \$5,643,000 as against \$7,576,000 during 1929.

The decrease is partially accounted for by smaller purchases, but in a number of instances the poundage imported was greater, although the unit value was less. Lower prices are especially noticeable for lemon, orange, bergamot, lavender, spike lavender, cassia, cinnamon, geranium and sandalwood. Unit values were higher in the case of oil of rose, and the miscellaneous oils classified as "all other oils."

The following table records the imports of essential oils during the past three years. (All quantity figures in pounds except attar of roses which is given in ounces; all values in thousands):

Oils	1928		1929		1930	
	Quan- tity	Value	Quan- tity	Value	Quan- tity	Value
Cassia and cinnamon	319	\$383	354	\$470	372	\$373
Geranium .....	173	328	90	381	189	593
Attar of roses .....	35	354	49	411	18	216
Bergamot .....	160	506	113	481	176	440
Citronella and lemon grass .....	1,408	569	1,341	622	1,097	542
Lavender and spike lavender .....	296	708	381	906	376	722
Lemon .....	477	1,037	345	1,096	624	588
Orange .....	196	709	216	854	166	362
Sandalwood .....	12	41	29	140	19	80
All other essential and distilled oils.	3,800	1,865	4,239	2,213	3,064	1,725

#### Always Interesting

Hazel-Atlas Glass Co., A. F. Brady

We consider THE AMERICAN PERFUMER a splendid publication and it is always interesting.





## Official Report of the Soda Water Flavors Manufacturers' Association

SINCE our last month's report of the activities of the National Manufacturers of Soda Water Flavors, matters of a routine nature have chiefly occupied the attention of the executives of the association. The president, Dr. B. H. Smith, and the secretary, Thomas J. Hickey, as well as the other officers and members of committees, have been constantly in touch with the events occurring in the industry and will advise the members immediately of anything of interest to the trade. Local as well as national legislation that pertains to the members is watched very closely and the members advised.

### Program for F. E. M. A. Convention

Under the direction of Wilbur H. Hyde of the Abner Royce Co., Cleveland, and Dr. B. H. Smith of the Virginia Dare Extract Co., Brooklyn, plans for the annual convention of the Flavoring Extract Manufacturers' Association to be held at Cleveland, May 20, 21 and 22, are rapidly being brought to completion. The entertainment program is under the direction of Mr. Hyde who has arranged a comprehensive program consisting of golf and water sports and boating on Lake Erie. The annual banquet will as usual be the chief feature.

Dr. Smith has arranged for addresses by several prominent speakers on topics of great interest to the membership. Alcohol problems will be discussed by Col. Amos W. W. Woodcock, Commissioner of Prohibition, and Dr. James M. Doran, Commissioner of Industrial Alcohol. Charles A. Glabeau, editor of the *Bakers' Weekly*, will talk on flavoring problems in the baking industry. A technical address on terpeneless essential oils will be delivered by Dr. Alexander Katz of the Florasynth Laboratories, New York. Prof. R. M. Washburn of Milwaukee, who was formerly a member of the faculties of Missouri State University and Vermont State College and who is an expert on ice cream manufacture, will talk on the problem of flavors in this important industry. Several other features are also planned which will be announced later.

Early reservations for the meeting and the degree of interest displayed this year by the members indicates that it will be the largest and most interesting of any in the long series. Members of the association are urged by the committee to make plans to attend and to send Mr. Hyde their reservations as early as possible.

## Official Report of the Flavoring Extract Manufacturers' Association

SINCE our last month's report of the activities of the Flavoring Extract Manufacturers' Association of the United States, we have received two letters from the president, E. L. Brendlinger, and approved by the attorney and executive secretary, Thomas J. Hickey; the one in regard to curative claims for dentifrices; and the other regarding "U. S. Warns against 'Flu' Cures." The letters follow:

"The following are extracts from announcements recently published by the Federal Food and Drug Administration:

"Several manufacturers of dentifrices claim that their products have curative value for pyorrhea and similar oral ailments. According to competent dental surgeons, however, no tooth paste nor mouth wash is capable of curing pyorrhea. This disease centers deeply in the gums and no surface antiseptic, used as a gargle, wash, or spray, or brushed upon the teeth can reach the germs that cause it. Sufferers from this, and similar mouth diseases, should not rely upon washes, gargles, powders, or tooth pastes."

"The Food and Drug Administration also states that some manufacturers who assert that their mouth washes and dentifrices kill certain numbers of bacteria in a given time, do not explain that the experiments upon which these claims are based were carried on in the test tube and not in the mouth, the conditions in the mouth being not at all similar to those in the laboratory test tube.

"The Federal food authorities assert that in spite of the claims of certain manufacturers that 'a considerable variety of germicides, which will destroy in the mouth every organism with which they come in contact, are known at the present time,' there is really no antiseptic nor dentifrice known to science at the present time that could be expected to reach the deeply seated organisms which cause pyorrhea and related mouth ailments."

The second letter in regard to "Flu" Cures reads as follows:

"The U. S. Department of Agriculture recently issued the following statement, which, no doubt, will be of interest to our members, most of whom are carrying some product for the relief or treatment of colds, etc.:

"Any manufacturer who attempts to cash in on the public's fear of influenza by selling preparations represented by label or by circular accompanying the package as preventives or treatments for flu, la grippe, pneumonia, and related diseases, renders his product

liable to seizure and himself to prosecution under the Food and Drugs Act,' W. G. Campbell, Chief of Food and Drug Administration, U. S. Department of Agriculture, said today. The Federal Food and Drug Administration intends to take immediate action against any such manufacturer.'

"Although the variety of products advertised as having curative or preventive value for these diseases is large, says Mr. Campbell, there is no medical authority to indicate that aspirin, nasal sprays, throat gargles, cod liver oil, disinfectants, anodyne, pills, tablets, or powders, milk of magnesia, and similar preparations, or fruits or other food products, have any power to check the course of any one of these maladies. According to medical authorities, there is no known drug or combination of drugs, nor any food, which will prevent or cure influenza. This statement, he says, reflects world-wide medical experience and is generally accepted as a fact. Under these circumstances, the labeling of any preparation as a treatment for flu, grippe, or pneumonia can only be regarded as misbranding within the meaning of the food and drugs act, subjecting the products to seizure and the manufacturer to prosecution.

"Mr. Campbell urges the prospective buyer to compare the curative claims made for a flu preparation in newspaper, magazine, or radio advertising with the necessarily conservative wording upon the label of the product itself. 'The Food and Drugs Act,' he says, 'does not reach false advertising statements appearing in the press or in any advertising medium not included within the package of the preparation itself. The food and drug enforcing authorities are therefore powerless to check such misleading claims, serious as the consequences may be in the case of those who are led to depend on such ineffective products and to neglect the hygienic precautions, such as isolation, rest, sleep, diet and proper ventilation, recommended by public health authorities. Today manufacturers are usually cautious about putting unwarranted claims upon the labels of their products, knowing that they render themselves liable under the food and drugs act, and those who are inclined to take advertising claims at face value will frequently find that the labels themselves, or the circulars accompanying the packages of the drugs, do not repeat curative or preventive claims made in outside advertising.'"

### Pure Food and Drug Notes

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

### Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 17351 to 17375, inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there was one case of adulteration and misbranding of vanilla and lemon extracts, No. 17355.

### Flavors at Brooklyn Food Show

The annual Brooklyn Food Show is being held this month at the 13th Regiment Armory in Brooklyn and as usual, it is drawing an interested and enthusiastic throng of housewives and others interested in the manifold developments taking place in the food industry.

Of particular interest to our readers were three displays by manufacturers of flavoring extracts. Virginia Dare Extract Co., Brooklyn, in an attractive booth, featured the extracts and other food products which it manufactures. One or two new products were shown and demonstrated and the booth was attractively decorated with the name, Virginia Dare in large gold letters at the back. Miss L. E. Bicksell had charge of the display and with her were several young ladies attractively uniformed in white.

One of the most elaborate displays was that of McCormick & Co., Baltimore, under the direction of Miss Boschen. It consisted of a large square booth with a house built of McCormick products in the center. On each side was a counter, where McCormick tea and coffee were served from attractive green crystal services.

Another interesting booth was that of the Morrow Extract Co., of New York, which displayed its line of flavoring extracts under the direction of G. C. Morrow, president. Also represented were several soap and perfume manufacturers, among them Campion perfumes at whose booth small vials of perfume were on sale.

### Congress Closes Without Acts Affecting Toilet Goods

No legislation even remotely effecting trade practices or advertising was enacted by Congress at the recent short session, which was notable principally for the conflicts that developed over passage of unemployment and drought relief measures.

In some circles, this is considered most desirable, the conservative elements of both major parties being particularly pleased that an extra session was forestalled and business in general relieved of what was considered a "threat" to business inherent in having uncertainties concerning possible legislation added to the other uncertainties obtaining in business during the coming seasons.

Contemplated legislation which would have made further restrictions on so-called price-fixing went by the board along with a host of other bills, including one introduced by Senator Copeland which would have tightened restrictions on advertising.

Certain additional prohibition legislation was passed, but this did not concern industrial alcohol, the administration of which has been completely defined in existing legislation, apparently to the satisfaction of all legislators in Congress. This condition is expected to continue indefinitely as the handling of industrial alcohol appears to be the strongest part of the prohibition set-up, in contrast with the daily difficulties and uncertainties surrounding the larger portion of enforcement work, now vested in the Department of Justice.



### Preservation of Fats

G. W. FIERO in *Amer. Jour. Pharm.*, 1930, 102 146—154 states that the preserving action on lard of a large number of substances has been examined. Complete preservation was effected by resorcinol (1%), clove oil (0.38%), guaiacol (0.06%), thymol (2.5%), and creosote (0.25%). Using the following substances, the lard remained free from rancidity (Kreis test) for four weeks in a warm, light room, or for 10 weeks in a cool, dark room, but rancidity developed after 8 and 25 weeks, respectively: safrole (0.5%), sodium benzoate (1%), sodium benzoate dissolved in water and emulsified with the fat by means of neutral soap (0.1%). "Methenamine" completely prevented rancidity, but the fat became yellow on keeping. Mixtures of lard with the following substances did not develop rancidity: hydrogenated oil (25%), white wax and petrolatum (25% of each), white wax and liquid paraffin (25% of each), paraffin and liquid paraffin (25% of each).—*Jour. Soc. Chem. Ind.*, 49, No. 22, p. 466.

### Wetting and Spreading Power of Soap Solutions

The wetting power of soap solutions is now recognized as one of the most important factors in their detergent value, so that some experiments on the subject recently recorded by Woodman (*Journ. Soc. Chem. Ind.*, 1930, 95 T.) are of some interest. Using a Traube stalagmometer he finds the drop numbers at 25° C. for solutions containing 1 per cent, 0.5 per cent, 0.25 per cent, and 0.125 per cent potassium oleate to be 139.5, 142.7, 139.6 and 139.1 respectively, and for similar strength solutions of sodium resinate, 97.3, 82.7, 71.4 and 63.9. One per cent solutions of sodium resinate in N/10, N/20, N/40 and N/80 sodium chloride solution, gave 102.4, 101.5, 99.3, and 98.2 drops respectively, showing that the wetting power of sodium resinate is increased by the presence of sodium chloride. Solutions of saponin at 1 per cent, 0.5 per cent, 0.25 per cent, gave only 58, 54.7, and 53.3 drops respectively, indicating a poor wetting power for these, and similar strength solutions of sodium caseinate gave 70.6, 60.7 and 52.7 drops. Water saturated with linseed oil has 50 per cent more spreading power than water alone, and by saturating water with cresylic acid, hexalin, or methyl hexalin, its wetting power is more than doubled.—*The Perfumery and Essential Oil Record*, 21, No. 4, p. 150.

### Employment in Soap Industry

FEW of the men in the long lines of the jobless have come from the soap industry. Among the soap manufacturers employment has been normal on the whole, and better than normal in some cases. The leaders in the industry have made valiant efforts to keep their men occupied. These are the first findings of an inquiry which is being made throughout the soap industry by the Association of American Soap and Glycerine Producers.

Thirty-nine companies, representing the major portion of the entire industry in the matter of production and the number of employees, had furnished data by the end of February. The general tone of their comments is that business conditions in the soap industry are very satisfactory. While some companies have felt the depression, others have increased and expanded their operations. This applies to large and small companies alike, and to all sections of the country. The companies from which replies have been received, so far, are located in sixteen states, so that the general deductions from their replies are national rather than sectional.

Employment conditions, according to company statements, reflect in general the business done. However, even where there has been loss in sales volume, the companies have made successful attempts in many instances to keep employment normal. In the industry are some notable examples of management plans to keep production stable.

While the complete findings will not be available until all replies are in, the preliminary report indicates that there have been practically no lay-offs in the soap industry, a proud record considering the thousands of employees concerned. This satisfactory condition, it is evident, has not been secured without thought and effort. Many companies have created repair and plant work to take care of slack time among employees. While some companies have reduced the hours of daily employment so that a greater number of men could be used, few of them have made any drastic reduction in the hourly wage rate. One company, for instance, which reports that at times during the past eighteen months it had been necessary to slow down operation by reduced hours of employment, stated that the hourly wage rate was maintained and that the shortened work day therefore meant an average wage reduction during the entire period, of not more than \$1.00 a week for the individual employee.

Various methods have been used to keep employment normal. One company which reports a constant growth in business and a 24-hour production day, eliminated

overtime in order to give more workers employment. "Employment has increased constantly; we have not had an idle day," is its statement. A small firm writes that during slack periods factory employees were engaged in repair work and the distribution of samples and circulars.

"To assist in the present emergency," another manufacturer reports, "we reduced the working day one hour without reducing wages, thus increasing the number employed. We added building, thus giving employment to the building industry. Each year a substantial portion of the profits is divided among the employees, in proportion to compensation and length of service. We gave the bonus this year as usual."

In another plant where hours have been reduced 18 per cent, the payroll has been reduced only 12 per cent. Although employment is reported as down from the 1929 peak, the reduction has been the result of turnover and not lay offs. "If conditions require lay offs," this company states, "we will do this by selecting those without dependents."

Guaranteed employment plans in operation over a period of years have kept employment normal in three large companies. "From a social and economic standpoint, this plan has been the most productive move this company has ever made," is the remark of one of them. It is now employing 2 per cent more workers than the average number in 1929.

In other companies, manufacturing for stock, repair work, additional building programs, general cleaning, and limitation of piece work have been methods of keeping employment and wages at the regular standard.

One of the strongest notes of optimism came from a firm which reported, "This has been the best year in our company's history. Business is still expanding, and in 1931 we expect to do still better. We have increased the number of men employed and overtime work has increased their earnings."

### Detection of Hardened Fats

H. P. KAUFMANN and M. KELLER (*Chem. Umschau*, 1930, 37, 142-144) write that by the use of Grossfeld's improved lead salt separation (B., 1930, 466) the authors were successful in detecting iso-oleic acid due to admixtures of 2% of hardened arachis and blubber oils, or 20% of hardened coconut oil; addition of 3% of hardened coconut oil or 5% of fully hardened maize oil (both of which contain very little iso-oleic acid) could not be detected by this method. The detection of nickel in milk chocolate cannot be taken as an indication of the presence of hardened fats (nickel content 0.001 to 0.01 mg./kg.), as 0.005 to 0.05 mg. of nickel per kg. was found in dried milk powder (cf. Martini, A., 1930, 565; Bertrand and Nakamura, A., 1927, 992, whose figures for the occurrence of nickel in animal and vegetable materials are collected).—*Jour. Soc. Chem. Ind.*, 49, No. 30, p. 673.

### An Early End

The possession of too much money makes us slaves to great responsibilities, fools to folly, and often food for the worms.—*The Silent Partner*.

## Use of Vegetable Oil in Soap Works\*

by S. Kasarnowsky and W. Sisonenko

AT the present time the principal raw materials used in the Russian soap industry are liquid vegetable oil as such and in the hydrogenated or hardened condition. Hydrogenated vegetable oil, which was used before the world war in large amounts, is the principal source of hard fat. Also in the years following no better source of raw materials has been found. Hardened cottonseed oil will no doubt continue in use.

The substitution of the ingredients formerly used in the making of soap by considerable amounts of vegetable oils—not only semi-drying oils such as cottonseed and sunflower oils, but also drying oils such as linseed and hempseed oil which are distinguished by a more or less high content of unsaturated fatty acids as linoleic and linolenic acids—causes a decrease in the economy of soap manufacture and produces a series of external undesirable phenomena such as spotting on storage, sweating, etc.

The established standard for the iodine number of household soap hinders the introduction of a larger amount of liquid vegetable oil. Yet without overstepping the iodine number standard there is the possibility of adding such an amount of oil that the injurious property is increased still more strongly owing to the content of highly unsaturated fatty acids. The substitution of animal fat by hardened oil of high titer (48 to 50) offers a certain worthwhile advantage, for larger amounts of liquid oil can be added. A series of unwanted phenomena result therefrom. The soap lathers slightly in cold water because of the high content of stearic acid salts of the hydrogenated fats.

Before the war, a good quality soap contained practically no unsaturated linoleic acid in the mixture. It was prepared principally from animal fats and natural vegetable oils (coconut and palm oils).

The problem of a fat mixture, made of liquid vegetable oils in natural and hydrogenated condition that contains on one hand not too small an amount of unsaturated fatty acids and on the other hand not too much stearic acid, is presented here. With the use of hydrogenated fat in soap making the question of maximum hydrogenation arises and the subsequent reactions taking place are of great importance.

The characteristic constants of vegetable oils and hydrogenated vegetable oils are iodine number and titer. However, neither an explanation of iodine number nor of titer gives the composition of the fatty acids.

COMPOSITION AND CONSTANTS OF THE FATTY ACIDS OF VEGETABLE AND HARDENED OILS.

	Linseed Oil F.A.	Sunflower F.A.	Cottonseed Oil F.A.
Iodine No. ....	190	136.1	114.6
Titer .....	13	15	28
Solid Fat .....	7	6.3%	22.6%
Oleic Acid .....	17%	37.7%	49.2%
Linoleic Acid .....	32%	56%	28.2%
Linolenic Acid .....	44%	..	..
Iodine No. ....	..	61	47
Titer .....	..	48	48
Solid Fat .....	..	54%	51%
Oleic Acid .....	..	46%	49%
Linoleic Acid .....	..	..	..
Linolenic Acid .....	..	..	..

\**Seifensieder Zeitung*, Vol. 26, No. 12, 1929.  
(Continued on Page 59)



# Faults in Toilet Soaps

## *Causes of Spotting, Darkening and Fading*

### *Not Attributed to Perfume Alone*

by Dr. Paul Jellinek

**I**N almost every toilet soap factory strained relations of some kind exist between soap boiler and perfumer (strained professionally, of course, not personally), because each likes to attribute every success to himself and to lay every failure at the door of the other. Diplomatic relations are often tried to the breaking point, open war may even be declared, should any perfumed soaps lose color, become streaked or spotted, or turn rancid.

The soap boiler is, or at least pretends to be, perfectly sure that the perfuming alone is responsible for the poor appearance or unpleasant odor of the soap at fault. The perfumer, on the other hand, has not the slightest doubt in the world that the original saponic mass is to blame, unsaponified fat or excess alkali or salt therein causing the perfuming to go for naught.

As a matter of fact, however, either the saponic material proper, or the perfuming, or, in extreme cases, both factors, may be responsible for failures.

No one in the trade will deny for a moment that the soap must under no condition be incompletely saponified, as otherwise it is bound, sooner or later, to turn rancid, so that the odor becomes stale, is completely removed, or is superseded with a bad smell.

But when we come to the question of free alkali, or of free alkali carbonates, opinions differ. In this connection the view is generally held that soap may rightly contain from 0.01 to 0.05 per cent of alkali outside that contained in the fatty acids. But some perfumers, again, object to even as slight an alkali excess as this and over-fatten all their toilet soaps with fatty materials which, of course, by themselves, help to obviate the fear of rancidity (lanolin, for example, and the like).

That the basic soap be free of sizing (free of salts) is a condition that must be laid down positively for the perfumer, if only for the sake of assuring the soap's washing qualities.

I should like now to take up briefly the defects which come up in toilet soaps and try to throw some light on the causes to which they may be due.

*If the soap is "short" or "shy":* When this is the case short cut-off strips come out at the pounding machine and it is found difficult to make the mass into a ball at the stripping press; the strip of soap which comes out of this press is rigid, inflexible and brittle, the pressed pieces soon become cracked and flawed, and when used for washing may quickly disintegrate and fall apart completely. The cause of these things is this: the soap is given too much free alkali or salt. It has been either overdone, or else underdone, in the

boiler, and has, in consequence, not freed itself sufficiently of the soap sizing.

*When the soap has a strong fatty odor:* The cause: in the saponification cheap fats were used or else the soap was not washed a sufficient number of times, in other words it was not sufficiently salted out. Basic soap intended to be made into toilet soap must be salted out, i.e. grained, so many times until the drawn off underlye (spent lye) shows no coloring or evil odor.

*When the soap turns rancid:* This is revealed by the typical rancid odor and often, likewise, by the occurrence of yellow or brown spots and is invariably the result of the presence of unsaponified fat. The causes are incomplete saponification; the use of an inappropriate superfatting material; the addition of drugs (in the case of medicinal soaps) with acid properties, or of perfumes with such properties.

*Uniform fading:* Usually the darkening of the color of the soap when kept in storage, especially if exposed to light. The cause of this is adding of too much resin (resin soaps) or using certain perfuming materials.

I should at this point like to mention that using resin, or letting the resin share in the saponification, need not necessarily be avoided in toilet soaps if kept down to from 1 to 3 per cent of the fat added, but is rather, on the contrary, a desirable thing and one which I warmly recommend, because a certain quantity of resin soap contributes to the consistency and firmness of the soap body and to its odor, and helps to prevent rancidity and to conserve the perfume.

*Occurrence of yellowish to brown spots:* The causes of these defects are usually due to rancidity of the soap body (soap substance, saponic material), the use of certain perfumes or the presence of metal compounds. The latter may come from the rust that is dissolved off from the boiler (the formation of iron soaps) or, when artificially hardened soap is used, from traces of the metal catalyzer (nickel) used in hydrating. Often metallic traces occur in the soap on account of careless handling and treatment in the refining process when the soap is permitted to come in contact with rusted metal parts in the course of its being dried or crushed or passed through the stripping press. The defects above dealt with are the ones most frequently encountered in toilet soaps.

I should now like to speak of the most important perfumes which may be the cause of the soap's fading, but wish to make it clear that the perfumer is not, on that account, to reduce or curtail his use of same unless absolutely necessary. When using these perfumes he should simply see to it that each type of saponic material (soap body) be suitably dyed so as to conceal any streaks or dark spots that might later turn up, which can be successfully accomplished in

*Deutsche Parfuemerie-Zeitung, No. 10, 1930, pp. 225-227.*

almost every case. Nor must I fail here to put in a word against a widespread prejudice against artificial perfumes which one often comes across.

Many perfumers think that artificial perfumes in particular have the peculiarity of fading when used in soaps, or of changing scent, usually for the worse, and accordingly they will use such perfumes only where some scent is wanted which no natural product is able to supply. But if one gives only a moment's thought to the matter he cannot but see what practical experience has already made apparent, that certain perfumes in a soap have the property of fading in color and altering their scent, regardless of whether they be used as outright chemicals or as component parts of some product of nature. In this connection it should further be taken into account that the natural product reacts and contributes only in proportion to its percentage-content of the perfume desired. Thus, for example, benzoic resin, which contains at most 1.5 per cent of vanillin, must be used to the tune of at least 1 kilo in order to give 15 gr. of vanillin, which is needed when the typical vanillin scent is wanted. If the perfumer would only make a test of this he will become convinced that the amount of resin mentioned will cause more fading of the soap than ever the perfume by itself can cause, since in the natural product there are usually other coloring materials present as well. The reason why the contrary view is so often held is simply that most perfumers are inclined to use too much of the perfume proper, forgetting that "more" is not always synonymous with "better."

In view of the fact that the darkening of the soap and its turning brown are unavoidable conditions, the vanilla odor is a desirable one if only because of the accuracy of the dosage obtainable by the use of a pure synthetic vanillin, say methyl protocatechuic aldehyde, over which, however—especially in soaps where one seeks to prevent too dark a shading—ethyl protocatechuic aldehyde is to be preferred. The latter has practically the same odor as vanillin, multiplied, however, almost four times in strength, yet without, on that account, giving rise to any deeper coloring or any greater subsequent darkening than vanillin itself does.

*Eugenol* (clove oil) and *iso-eugenol* likewise produce later darkening, especially in strongly alkali soaps, and moreover alter in scent after a little while, the pleasant odor being replaced by a stale, musty one. Consequently the use of these perfuming materials, or of natural products of which they constitute the essential ingredients, should be reduced to the minimum in the making of soap.

*Cinnamic aldehyde*, which is the odoriferous principle in cinnamon oils, gives a tinge of from yellow to brown, depending on the grade of the product and the alkalinity of the saponic mass.

*Indol*, used mostly as an ingredient of *jasmin* oil, *neroli*, or artificial *civet*, is quick—especially in the light—to give a dark red-brown coloring.

*Methyl anthranilate*, likewise contained in the *jasmin* and *neroli* oils, gives a delicate yellow tinge, which turns a dark yellow if aldehydes (like, for example, *hydroxycitronella*) are present.

*Benzaldehyde*, when free of chlorine, has no coloring properties; with chlorine present, light brown spots

occur and often the soap turns rancid. Moreover *benzaldehyde* is unsuited for soaps that have to withstand long warehousing, as within a few weeks it loses its odor completely inasmuch as it oxidizes into *benzoic acid*.

*Artificial musk*: In this connection special attention should be paid to seeing that the goods used is a perfectly pure grade; if a perfect grade is used there need be no fear of fading. But if the musk has not been crystallized perfectly pure and contains even traces of the manufacturing residues, the latter cause dark brown stains to appear. The pure grade goods is quite easily recognized: in the first place, the crystals should have a dainty odor and, in addition to that, the ketone and *xylol musk* have to be a pure white. *Ambrette musk* crystals have a weak yellowish tinge.

*Heliotropin* may be used in white soaps without hesitation, but care should be taken that when being dissolved it is not heated beyond some 40°. Too high a content of free alkali causes the soap to assume anything from a delicate rose to an orange shade.

*Lavender oil* (the same as the rarely used *Dalmatian oil of sage*) is suitable for white soaps only when these are superfatted, otherwise even the slightest excess of alkali will cause brownish spots to appear.

*Natural resins* (resinoids), like *styrax*, *labdanum*, *oak moss*, *benzoin*, *Peru* and *Tolu balsam*, give shades of from grayish yellow to brown, a property which is owing partly to their own color and partly to the dyestuffs which they contain (*vanillin*, etc.); but when a normal amount is taken, which is seldom over 5 to 10 per cent of the perfuming material, this undesirable result need hardly be feared. In addition, there exist for white soaps certain particularly suitable artificially decolored products which are obtainable on the open market.

But in this connection it must likewise be mentioned that the perfumer can hope to keep his soap white only if he cuts the fragrance to a minimum. None of the decolored resins (or of any other decolored perfuming materials) retains the full odor of the original natural product; the decolored product, on the contrary, always compares unfavorably with the natural one.

For this reason I should like to bring home to the soap perfumer the necessity, in his own best interest, of not being carried away too much, in the mixing of a perfuming composition, by the desire to protect the coloring of the soap as a prime thing, but of rather giving the soap a color to correspond to the requirements of whatever perfume is being used.

For some time it has been the prevailing practice, in Germany in particular, to put white soaps on the market, as far as possible. This fashion came up shortly after the war, at a time when it had some justification in the circumstances. The German manufacturer wished to convince the buying public, which throughout the war had been compelled to use a soap that was hardly worthy of the name, that his product was genuine and unadulterated, qualities of which whiteness is a symbol; and, whether such whiteness helped or not, the fact is that in due course the domestic German product succeeded in overcoming the prejudice which war-time experience had created in its disfavor.

(Continued on Page 59)

## Use of Vegetable Oil in Soap Works

(Continued from Page 56)

The fat mixture used in Russia today consists of 70 per cent hardened oil (titer 48 to 49) and 30 per cent liquid vegetable oil. In the following table are grouped the approximate composition of fat mixtures which consist of combinations of oil and hardened oils.

	Iodine No.	Solid Fats	Oleic Acid	Linoleic Acid	Linolenic Acid
70% Hardened Oil from Sunflower Oil and 30% Linseed Oil .....	96	39.9%	37.3%	9.6%	13.2%
70% Hardened Oil from Sunflower Oil and 30% Sunflower Oil .....	80	39.7%	43.5%	16.8%	....
70% Hardened Oil from Sunflower Oil and 30% Cottonseed Oil .....	74	44.6%	47.1%	8.3%	....
70% Hardened Oil from Cottonseed Oil and 30% Linseed Oil .....	90	37.8%	39.4%	9.6%	13.2%
70% Hardened Oil from Cottonseed Oil and 30% Sunflower Oil .....	73	37.6%	45.5%	16.8%	....
70% Hardened Oil from Cottonseed Oil and 30% Cottonseed Oil .....	67	42.5%	49.1%	8.3%	....

From the table it is evident that in mixtures of 70 per cent hardened oil and 30 per cent linseed oil over 20 per cent highly unsaturated fatty acids and of that over 10 per cent linolenic acid is present. By combination of 70 per cent hardened oil and 30 per cent sunflower oil a diminishing of unsaturated fatty acids is effected. Yet even this amount suffices to permit the unpleasant property of the soap to appear without overstepping the standard of iodine number of household soap in either the first or second case. The iodine number for high grade household soap should not be over 85. The author presents a few diagrams and concludes that the hydrogenation of sunflower oil must be carried out to an iodine number of 75 and cottonseed oil to an iodine number of 60. If liquid vegetable oils are added to the hydrogenated fat mixture, then also in return highly unsaturated fatty acids must be added. The composition of the fatty acids themselves must be reduced to a minimum. For economic reasons, however, the use of liquid oils can in no case be specified; however, cottonseed oil and linseed oil are to be preferred.

## Acetone as Fat-solvent in the Rapid Determination of Iodine Value

B. M. Margosches, B. Krakowetz, and F. Schnabel in *Chem. Umschau*, 1928, 35, 300—305 state that acetone may be used with advantage as a solvent for fatty oils in the rapid determination previously described (cf. B., 1924, 639). The oil (0.1 g.) is dissolved in not more than 2cc. of acetone and the alcoholic iodine solution is added; after 5 minutes the determination is completed by the addition of potassium iodide and water and by titration with sodium thiosulphate in the usual manner; the back titration may not be postponed. Exposure of the reaction mixture to daylight does not affect the result. The iodine absorption of the small amount of acetone necessary is negligible, but acetone should not be substituted for alcohol in the stock iodine solution.—*J. Soc. Chem. Ind.* 1929.

## Features of the Soap Materials Market

(Continued from Next Page)

### Industrial Chemicals

The market has been steadier during the last month, since the makers of alkalis settled their differences. A fairly good contract movement in caustic soda has been reported at the current schedule and deliveries during the first two months of the year against standing obligations, while naturally not accounting for full quotas, was better than many had anticipated. There is still some trouble with "outside brands" and resale parcels in the spot market and an occasional car of caustic has been moved at bargain prices without, however, affecting the general market which is in makers' hands. Other chemicals have been quiet but such business as has been done has been at about the makers' schedules.

### Other Soap Materials

The group has been quiet and generally easy. Starches are lower. Rosin is irregular with early season receipts quite heavy. Other items are unchanged.

## Faults in Toilet Soap

(Continued from Page 58)

But today no one for a moment doubts the capacity of the German soap makers, as compared with foreign manufacturers, to put out at least as good a product as they; and since, therefore, the idea that a delicate coloring of the soap offends good taste or injures the health is no longer entertained, there is no good reason why, as a matter of principle, white soaps should not be preferred, especially since in the making of them the perfuming must almost invariably suffer.

The German perfumer finds himself confronted with a knotty problem: the perfumed soaps which he makes must compete in odor with those of his foreign competitors (say, the French), who, however, never hesitate to put out so dark a shade even as a chocolate brown (and why not?); whereas the German maker must produce a white soap that stays white. In addition, since the German soap is a "mere" domestic product, it is expected to sell at a cheaper price than the same grades which have the advantage of a foreign-sounding name.

### Protest on Laundry Soap

In protest 442052-G the Palestine Industrials, Inc., New York, claimed that toilet soap classified as such at 30 per cent ad valorem under paragraph 82, Tariff Act of 1922, should be returned for duty at 15 per cent under the same paragraph.

Justice J. McClelland, in T. D. 14733 upheld the claim in accordance with stipulation of counsel.

### One Meaning Only

Words may have a double meaning. Manners have one meaning only.

It is not so much what you say as it is the manner in which you say it.—*The Silent Partner*.

## Soap Materials Market

### Vegetable Oils

The general feeling in the vegetable oil market is somewhat steadier. Since our last review, a number of large sales were made, mostly for future deliveries. The European markets recently have been quite active. Continental buying during the past few weeks has been fairly heavy in some oils. Importers and producers here, do not seem to be as anxious now as a month or so ago, to contract for future deliveries as in many cases, prices for seeds and nuts at points of origin have advanced and are firm.

Coconut oil sales early this month were heavy. Copra advanced a fraction and arrivals continue small. Usual quality coconut oil is steady at present and is quoted at 4½c-4¼c lb. Pacific Coast and 4¼c-4¼c lb. New York in tank cars for March/December. Crude cottonseed oil continues steady with fractional advances noted in the South East and Valley and offerings for immediate future deliveries rather limited. Palm oils have also advanced. Europe bought heavily and some good sized purchases were made by domestic consumers also. Corn oil is firm at 7½c lb. in tanks at Midwestern mills with comparatively little available for March delivery. Soya bean oil has not been moving very rapidly and apparently, production has been greater than the anticipated consumption. Olive oil foots and commercial denatured olive oil remain about unchanged with foots at 5¼c-5½c lb. New York and commercial oil in drums at 75c per gallon New York for March/June shipments from Europe.

A. H. HORNER.

### Tallow

During the period oils and fats have assumed an improved tone, tallow in particular displaying a noticeable firmness. While there was some export business booked in tallow, the important development has increased domestic interest with the added noteworthy fact that consumers were willing to take prompt shipment as compared to futures which were hitherto desired. Offerings, consequently, have become scarce. The lower grade greases and tallow are nominally higher in price in sympathy with tallow.

The City Extra grade of tallow is held at 4¼c seller's plant; Fancy tallow at 4½c to 4¼c. Best grade House grease was last sold at 3½c per pound loose seller's plant; No. 2 tallow, high titre, is priced at 4c to 4¼c per pound.

The Middle Western market is definitely firmer with offerings of fats light. Last trading in Prime Packers' tallow was at 4¼c loose Chicago, 4½c now being asked.

E. H. FREY.

### Glycerine

The market has not been as active as some had hoped and anticipated and as a result crude and dynamite grades are easier with some shading on the

part of certain sellers. Anti-freeze business has begun to slacken off slightly and this has been the sustaining feature of the market during the last two months for the manufacturers of explosives have held off from the market with remarkable consistency. Chemically pure has been steady under a routine moderate demand, which has held up very well considering the fact that there has hardly been need this year for the normal consuming requirements on this grade. It is idle to speculate regarding future positions but an improvement in general business would doubtless be reflected here for the market is at a low point and increased business should have its effect upon prices.

(Continued on Preceding Page)

## Soap Materials

### Tallow and Grease

Tallow, New York, Extra 3¼c. Edible, New York, 5¼c. Yellow Grease, New York, 2¼c. White Grease, New York, 3¼c.

Rosin, New York, December 15, 1930.

Common to good ..	4.50	K .....	6.10
D .....	5.15	M .....	6.35
E .....	5.75	N .....	6.70
F .....	5.80	W. G. ....	8.10
G .....	5.85	W. W. ....	8.80
H .....	5.90	X .....	9.00
I .....	5.95		

Starch, pearl, per 100 lbs. ....	\$2.57	@	
Starch, powdered, per 100 lbs. ....	2.77	@	
Stearic acid, single pressed, per lb. ..	.08½	@	
Stearic acid, double pressed, per lb. ..	.09	@	
Stearic acid, triple pressed, per lb. ..	.12	@	
Glycerine, C. P., per lb. ....	.12½	@	.14
Dynamite .....	.10½	@	.10½
Soap, lye, crude 80 per cent, loose			
per lb. ....	.06½	@	.07
Saponification, per lb. ....	.09	@	.09¼

### Oils

Castor, No. 1, per lb. ....	.12	@	.13
Castor, No. 3, per lb. ....	.11½	@	.12¼
Coconut, Ceylon, Dom., per lb. ....	.06	@	
Corn, crude, per lb. ....	.09	@	
Cotton, crude, per lb. f. o. b., Mill. ....	.06¼	@	
Cotton, refined, per lb., New York ..	.07½	@	
Olive, denatured, per gal. ....	.80	@	
Olive Foots, prime green, per lb. ....	.06½	@	
Palm, Lagos, per lb. ....	.05	@	
Palm, Niger, per lb. ....	.04½	@	
Palm, kernel, per lb. ....	.06	@	
Peanut, crude, per lb. ....	.09¼	@	
Peanut, refined, per lb. ....	.12	@	
Soya Beans, per lb. ....	.07½	@	.09½

### Chemicals

Borax crystals, per ton .....	66.00	@	71.00
Borax, granular, per ton .....	60.00	@	65.00
Potash Caustic, 88@92 per cent, per			
lb., N. Y. ....	.06½	@	.06¾
Salt, common, fine, per ton .....	12.00	@	14.00
Soda ash, 58 per cent, per 100 lbs. ..	1.34½	@	2.11
Soda Caustic, 76 per cent, 100 lbs. ..	2.50	@	3.59
Sulphuric acid, 60 degrees, per ton ..	11.00	@	12.50
Sulphuric acid, 66 degrees, per ton ..	15.50	@	16.50
Zinc, oxide, American, lead free, per			
lb. ....	.06½	@	.06¾



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